

CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT
Palmeria Phase 2
March 30, 2020

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment to approve the proposed Development Plan and Planned Shared Development overlay of a property located at the southwest corner of Scottsdale Road and Indian Bend Road. The proposed project would respond to market conditions and could include retail, office, residential and/or hotel uses. This Citizen Review Report will be updated throughout the process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a positive relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Work on compiling a list of impacted and interested stakeholders and neighborhood outreach began prior to the application filing and will also continue throughout the process. Communication with impacted and interested parties has taken place with verbal, written, electronic, and door-to-door contact.

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings and door-to-door outreach since early January of 2019. Members of the outreach team have continued to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project.

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information. This contact person will continue to provide, as needed, additional information and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House that was held on January 31, 2019 at the First Christian

ATTACHMENT #11

Church for those who wished to learn more about the project. The location and time were posted on the Early Notification Sign.

12 interested people attended the Open House. Most attendees were generally supportive of the project with questions arising about height, traffic, construction impacts, and effect on property values. These questions were all addressed at the Open House. On September 26, 2019 the Development team attended an informational meeting on the project held by the residents of Sands North in the Sands North Clubhouse. Approximately 20 residents attended and expressed support for the proposal. They were particularly pleased that access to the project would not impact their neighborhood access and that line of site views of the project from their neighborhood would not be impaired. The outreach team will continue to be available to respond to any neighbors who have questions or comments. To date, no additional concerns have been raised by neighbors.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

ATTACHMENTS:

Notification Letter
Notification List
Affidavit of Posting
Sign-in sheets
Comment Cards



January 18, 2019

Re: The Palmeraie Phase 2 - Southwest Corner of Scottsdale and Indian Bend Roads

Dear Property Owner or Interested Citizen:

Our office represents Five Star Development with regard to the roughly 20-acre site located at the southwest corner of Scottsdale Road and Indian Bend Road in Scottsdale, Assessor Parcel No. 174-56-001D and 002A, (the "Property") as shown on the attached aerial plan. You may recall receiving previous correspondence from our office or from the City of Scottsdale regarding the development of this site for an exciting, mixed-use project called the Palmeraie. The purpose of this letter is to provide an update on the project and invite you to an upcoming open house meeting.

In 2017, the City Council unanimously approved the Palmeraie's rezoning and Development Plan request. The developed was divided into phases, with the south 11-acres (Phase I) planned for a high-end, open air retail shopping center designed to work in conjunction with the adjacent Ritz Carlton project and associated developments. The north 9-acres (Phase II shown with dotted line on the attached plan), would respond to market conditions and could include additional retail, office, residential and/or boutique hotel use. Phase I is currently in the Development Review process and should begin construction this year. Our office recently filed the required preliminary application (Case No. 7-ZN-2016#2) for Phase II. The property is currently zoned Planned Regional Center (PRC) and has a General Plan designation of Resort / Tourism. The existing General Plan designation and Zoning designation will not be changed with this application.

If you are interested in learning more about the project and recent application, we have scheduled an open house as follows: Thursday, January 31, 2019 from 6:00-7:00pm, at the First Christian Church, 7405 E. McDonald Drive, Scottsdale. Feel free to stop by at any time between 6:00 and 7:00 pm. If this date and time are not convenient, we would be happy to speak with you individually. Please contact me at 602.230.0600 or George@WitheyMorris.com. You can also reach the City's Project Coordinator is Brad Carr at 480.312.7713 or BCarr@ScottsdaleAZ.gov. In the future, you should be receiving notification postcards from the City regarding the case and its schedule for public hearings. Information can also be found on the City's website at: <https://www.scottsdaleaz.gov/planning-development/projects-in-process>

Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By 
George Pasquel III

Enclosure: Aerial/site plan



Overall Site Plan

PALMERAIE - PHASE II NEIGHBORHOOD OUTREACH

SCOTTSDALE, AZ | #318778 | NOVEMBER 14, 2018

SCALE: 1" = 100'

1" = 100'

1" = 100'

1" = 100'



**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

7000 EAST LINCOLN RESORT COMM
PAR B RES ASSOC
8800 N GAINES CENTER DR STE 350
SCOTTSDALE, AZ 85258

AZADEH HAFEZ
9116 N FOOTHILLS MANOR DR
PARADISE VALLEY, AZ 85253

BEAMER RICHARD S/PATRICIA A
4821 LAKE WASHINGTON BLVD S
SEATTLE, WA 98118

BRIAN A WEINBERGER LIVING TRUST
7249 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

BRUNACINI JEANNETTE L TR
1261 BONA TERRA LOOP NW
ALBUQUERQUE, NM 87114

CALAMITO LUCETTE G
6829 N 72ND PL
SCOTTSDALE, AZ 85250

CLAYTON W COADY LIVING TRUST
6940 E INDIAN BEND RD
PARADISE VALLEY, AZ 85253

CUERNAVACA HOMEOWNERS ASSOC
INC
532 E MARYLAND AVE STE F
PHOENIX, AZ 85012

DODDS GIANNA TR
6701 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

DUNIK BRIAN R/CATHERINE F
6701 N SCOTTSDALE RD LOT 30
SCOTTSDALE, AZ 85250

AF AND JC TRUST
6701 N SCOTTSDALE RD NO 15
SCOTTSDALE, AZ 85250

BAMBOO RANCH LIMITED LLC
6701 N SCOTTSDALE RD UNIT 32
SCOTTSDALE, AZ 85250

BINDI LIVING TRUST
312 ARIAS ST
SAN RAFAEL, CA 94903

BRODKIN TERRY B
7320 E SHOEMAN LN
SCOTTSDALE, AZ 85251

BUTLER BLAKE/ROCITSA
6846 N 72ND PL
SCOTTSDALE, AZ 85250

CASABELLA ASSOCIATION
7255 E HAMPTON AVE STE 101
MESA, AZ 85209

CLS TRUST
PO BOX 45515
PHOENIX, AZ 85064

CYNTHIA E GIBSON TRUST
6835 N 73RD ST
SCOTTSDALE, AZ 85250

DOUGLAS ALAN COLE TRUST
6929 N HAYDEN RD SUITE C4-508
SCOTTSDALE, AZ 85250

ELAINE A ROSENTHAL FAMILY LIVING
TRUST
6839 N 73RD ST
SCOTTSDALE, AZ 85250

ASCHERL GEORGE F JR/GEORGE F III
7238 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

BARKER CURTISS F II/SUSAN C TR
6701 N SCOTTSDALE RD NO 16
SCOTTSDALE, AZ 85250

BISSELL CAROLINE VIRGINIA TR
7231 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

BROWN SHERRIL S
7245 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

CACTUS RUN LLC
5500 S FRANKLIN ST
GREENWOOD VILLAGE, CO 80121

CHRISTINE H SODERQUIST LIVING
TRUST
7302 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

CUCCURULLO REVOCABLE LIVING
TRUST
3219 E CAMELBACK RD SUITE 501
PHOENIX, AZ 85018

DELANA JEAN LEWIS REVOCABLE
TRUST
6701 N SCOTTSDALE RD NO 24
SCOTTSDALE, AZ 85250

DOVE DAVID R TR
6815 N 73RD ST
SCOTTSDALE, AZ 85250

ERIVIN BARBARA C TR
6701 N SCOTTSDALE RD 14
SCOTTSDALE, AZ 85253

FALCONE SONIA M
120 N LASALLE ST
CHICAGO, IL 60602

FIVE STAR RESORT OWNER LLC
6720 N SCOTTSDALE RD SUITE 130
SCOTTSDALE, AZ 85253

GIGLIO GARY/PATRICIA
6701 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85253

HALL CHARLES W III
7241 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

IBRAHIM WILLIAM/CARIE
6823 N 73RD ST
SCOTTSDALE, AZ 85250

KALISH KRISTA
6701 N SCOTTSDALE RD 35
SCOTTSDALE, AZ 85250

KEILTY THOMAS
6831 N 73RD ST
SCOTTSDALE, AZ 85250

KLING ASHLEY ROSE
7027 N SCOTTSDALE RD UNIT 201
SCOTTSDALE, AZ 85252

KUWAHARA RENEE F
7305 E CACTUS WREN ROAD
SCOTTSDALE, AZ 85250

LITTLE SYLVIA F
PO BOX 1258
FARMINGTON, NM 87499

FAUSTER III FAMILY TRUST
6701 N SCOTTSDALE RD LOT 9
SCOTTSDALE, AZ 85250

FUREY JAMES H/VICKI H
1221 SANTA BARBARA DR
NEWPORT BEACH, CA 92660

GLASER JANET HENRICH
6701 N SCOTTSDALE RD UNIT 26
SCOTTSDALE, AZ 85250

HILL WALTER PAUL & SHIRLEY J
6827 N 73RD ST
SCOTTSDALE, AZ 85253

JJG TRUST
7315 E KRALL ST
SCOTTSDALE, AZ 85250

KAREN MARIE LIERSCH LIVING TRUST
6701 N SCOTTSDALE RD UNIT 11
SCOTTSDALE, AZ 85250

KHAMOOSHI FARZAD
6826 N 72ND PL
SCOTTSDALE, AZ 85250

KOE BETTY
6701 N SCOTTSDALE RD UNIT 29
SCOTTSDALE, AZ 85250

LINCOLN SCOTTSDALE BUILDING LLC
6607 N SCOTTSDALE RD STE H100
SCOTTSDALE, AZ 85250

LORI L TUFT FAMILY REVOCABLE TRUST
6701 N SCOTTSDALE RD UNIT 5
SCOTTSDALE, AZ 85250

FIVE STAR LAND OWNER LLC
6720 N SCOTTSDALE RD STE 130
SCOTTSDALE, AZ 85253

GHANIABADI EFFIE K
6820 N 73RD ST
SCOTTSDALE, AZ 85250

GRUNTLER AUDREY R
8648 CRICKET TREE LN
INDIANAPOLIS, IN 46260

HRA LINCOLN SCOTTSDALE LP
2999 N 44TH ST STE 400
PHOENIX, AZ 85018

JONES FAMILY REVOCABLE TRUST
6701 N SCOTTSDALE RD NO 20
SCOTTSDALE, AZ 85250

KATZ NATALIE/LAWRENCE E TR
6828 N 73RD ST
SCOTTSDALE, AZ 85250

KHAMOOSHIPOUR FARZAD
6830 N 72ND PL
SCOTTSDALE, AZ 85250

KOGI HAUSER TRUST
6701 N SCOTTSDALE RD UNIT 19
SCOTTSDALE, AZ 85250

LITTLE SYLVIA F
P O BOX 1258
FARMINGTON, NM 87499

LYKOURGOS 3 LLC
20731 ST CHARLES ST
SARATOGA, CA 95070

M T OFFICE BUILDINGS LLC
6623 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

MARK AND GLORIA CHANEY JOINT
LIVING TRUST
6701 E SCOTTSDALE RD LOT 38
SCOTTSDALE, AZ 85250

MCMILLEN RONALD J/KERNS REBECCA
J
7316 E KRALL ST
SCOTTSDALE, AZ 85250

MONTOPOLI DUANE C/BARBARA P
108 CAMPION ROAD
NORTH ANDOVER, MA 1845

NARNIA LLC
6621 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

OMEARA FAMILY TRUST
6701 N SCOTTSDALE RD UNIT 3
SCOTTSDALE, AZ 85250

RANUCCI ROBERT J
6701 N SCOTTSDALE RD 39
SCOTTSDALE, AZ 85250

RIVIERE M ELLIOT/MARGARET W
6701 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85250

SANDS RESIDENTIAL LLC
8605 SANTA MONICA BLVD SUITE 7838
LOS ANGELES, CA 90069

SCOTTSDALE CITY OF
7447 E INDIAN SCHOOL RD STE 205
SCOTTSDALE, AZ 85251

MANN KENNETH L/JANET H
6822 N 72ND PL
SCOTTSDALE, AZ 85250

MARTIN DANA
7710 E GAINEY RAND RD UNIT 131
SCOTTSDALE, AZ 85258

MELA LLC
11885 N SUNSET VISTA DR
FOUNTAIN HILLS, AZ 85268

MOWRY DEAN/NANCY
6812 N 73RD ST
SCOTTSDALE, AZ 85250

NASHIF DOUGLAS M/DIANA/DOUGLAS
M/DIANE S
6825 NORTH 72ND PLACE
SCOTTSDALE, AZ 85250

PARFET WILLIAM M/GENE V/MARK E
6701 N SCOTTSDALE RD UNIT 41
SCOTTSDALE, AZ 85253

RAUPP-SMITH FAMILY REVOCABLE
TRUST
7251 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

SANDCASTLE ENTERPRISES LLC
61 PRINCEVILLE LN
LAS VEGAS, NV 89113

SAVAGE FAMILY PARTNERSHIP
LTD/SAVAGE JACK W
4037 COTSWOLD CT
DALLAS, TX 75220

SCOTTSDALE PLAZA RESORT LLC
7400 E MCCORMICK PARKWAY STE
B200
SCOTTSDALE, AZ 85258

MARGO S POPOVICH INDIVIDUAL
PROPERTY TRUST
6386 SPRUCE MEADOWS LN
LAND O LAKES, WI 54540

MARTIN DANA
6901 E 1ST ST APT 1007
SCOTTSDALE, AZ 85251

MICHAEL AND KATHLEEN DEGROFF
FAMILY TRUST
6701 N SCOTTSDALE RD LOT 28
SCOTTSDALE, AZ 85250

NARNIA II LLC
6621 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

NIELSON DONALD L/VINI E TR
7235 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

PRICE SANDRA
7250 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

RFI SCOTTSDALE LLC
5221 N O'CONNOR BLVD STE 600
IRVING, TX 75039

SANDS NORTH TOWNHOUSES
1450 E INDIAN SCHOOL RD STE C
PHOENIX, AZ 85014

SAVAGE FAMILY PARTNERSHIP
LTD/SAVAGE JACK W
4037 COTSWOLD CT
DALLAS, TX 75220

SCOTTSDALE SPECTRUM LLC
6730 N SCOTTSDALE RD
SCOTTSDALE, AZ 85253

SHEA HOMES LTD PARTNERSHIP
8800 N GAINES CENTER DR STE 350
SCOTTSDALE, AZ 85258

SIEVERS AMANDA/LINGER ALEXA
7310 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

SOUTH BOUND INVESTMENTS L L P
953 MOUNT GRADY RD
VERNON, BC V1B4B5

SUNLIGHT PROPERTIES LLC
6319 N MOCKINGBIRD LN
PARADISE VALLEY, AZ 85253

TEHRANI LEILA K
6820 N 73RD ST
SCOTTSDALE, AZ 85250

VERNON RICHARD W TR
6821 N 72ND PL
SCOTTSDALE, AZ 85253

WESTREICH DOROTHY
6701 N SCOTTSDALE RD UNIT 27
SCOTTSDALE, AZ 85250

WILLIAMS JEANNE
6810 N 72ND PL
SCOTTSDALE, AZ 85253

SHELDON HEIDI
6701 N SCOTTSDALE RD UNIT 7
SCOTTSDALE, AZ 85250

SMF REVOCABLE TRUST
6701 N SCOTTSDALE RD NO 40
SCOTTSDALE, AZ 85250

SPRANDO PATRICIA L
7257 SW ETON CT
PORTLAND, OR 97225

TAYLOR CALEB
6802 N 72ND PL
SCOTTSDALE, AZ 85250

THIRD AVENUE INVESTMENTS LLC
51 S MAIN ST
SALT LAKE CITY, UT 84111

WEST ROBIN J
6701 N SCOTTSDALE RD NO 8
SCOTTSDALE, AZ 85250

WHEELER MARGARET J
6811 N 73RD ST
SCOTTSDALE, AZ 85250

WOLFF JUDITH JOY TR
6701 N SCOTTSDALE RD NO 37
SCOTTSDALE, AZ 85250

SHOTEY MARCUS
1006 W ADAMS ST
PHOENIX, AZ 85007

SO MABEL/RONALD
6701 N SCOTTSDALE RD NO 25
SCOTTSDALE, AZ 85250

STAEHLE VIRGINIA C/ATKINS SHARON S
TR
7230 E JOSHUA TREE
SCOTTSDALE, AZ 85250
TAYLOR DONALD/SUSAN
PO BOX 2740
CHELAN, WA 98816

TRAVIATA CONDOMINIUMS
HOMEOWNERS ASSOC
7255 E HAMPTON AVE STE 101
MESA, AZ 85209
WESTBROOK STEPHANIE
6850 N 72ND PL
SCOTTSDALE, AZ 85250

WHITESTONE SEVILLE LLC
2600 S GESSNER RD SUITE 500
HOUSTON, TX 77063

WOZNY ROBERT
51500 STRATTON CT
GRANGER, IN 46530

Allez à avery.ca/gabarits
Utilisez le Gabarit Avery 5160

Beverly Stamp
Traviata Condos
7027 N Scottsdale Rd Unit 256
Paradise Valley, AZ 85253
Chris Campbell
McCormick Ranch POA
9248 N 94th St
Scottsdale, AZ 85258
Dixon Jordan
Casabella Assn
6334 E Tuckey Wy
Scottsdale, AZ 85250
Ellen Etzel
Traviata Condos
7027 N Scottsdale Rd Unit 117
Paradise Valley, AZ 85253
Janell Kiehl
Traviata Condos
7255 E Hampton Ave Unit 101
Mesa, AZ 85209
Kristy Pennington
Cuernavaca HOA
532 E Maryland Ave Unit F
Phoenix, AZ 85012
Paul Hill
Sands North Townhouses
6827 N 73rd St
Scottsdale, AZ 85250

Étiquettes d'adresse Easy Peel®
Repliez à la hachure afin de révéler le rebord Pop-up

Carol Robertson
Casabella Assn
7358 E McLellan
Scottsdale, AZ 85250
Dave Wood
McCormick Ranch POA
8455 E San Dido
Scottsdale, AZ 85258
Don Nielson
Sands North Townhouses
7235 E Cactus Wren Rd
Scottsdale, AZ 85250
Hank Rybacki
Sands North Townhouses
6818 N 72nd Pl
Scottsdale, AZ 85250
Kathy Knecht
Casabella Assn
10810 N Tatum Blvd Unit 102-135
Phoenix, AZ 85028
Marsha Ford
Casabella Assn
7334 E Krall
Scottsdale, AZ 85250
Richard Vernon
Sands North Townhouses
6821 N 72nd Pl
Scottsdale, AZ 85250

Pat. avery.com/patents

Caroline Bissell
Sands North Townhouses
7231 E Cactus Wren Rd
Scottsdale, AZ 85250
Dean Mowry
Sands North Townhouses
6812 N 73rd St
Scottsdale, AZ 85250
Dottie Stenman
Sands North Townhouses
2135 E University Dr Unit 117
Mesa, AZ 85213
Jaime Uhrich
McCormick Ranch POA
9248 N 94th St
Scottsdale, AZ 85258
Ken Mann
Sands North Townhouses
6822 N 72nd Pl
Scottsdale, AZ 85250
Mel Kuppinger
Cuernavaca HOA
532 E Maryland Ave Unit F
Phoenix, AZ 85012
Skip Feinstein
Cuernavaca HOA
6701 N Scottsdale Rd Unit 40
Scottsdale, AZ 85250

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: Thursday, January 31, 2019
Time: 6:00 P.M.
Location: First Christian Church
7405 E. McDonald Drive

Site Address: 6990 N. Scottsdale Road Scottsdale AZ
Project Overview:

- Description of Request: Zoning District Map Amendment to the approved Development Plan for Phase II of The Palmeraie project and planned shared development (PSD) overlay
- Description of Project: Mixed-use development with retail, restaurant, residential and office uses
- Site Acreage: 20 gross acres
- Site Zoning: Planned Regional Center (PRC)

Applicant Contact:

George Pasquel III - Withey Morris, PLC
George@WitheyMorris.com
602-230-0600

City Contact:

Brad Carr (480) 312-7713
BCarr@scottsdaleaz.gov

Pre-Application #: 627-PA-2018 Available at City of Scottsdale: 480-312-7000

Project information may be researched at: <https://eservices.scottsdaleaz.gov/bldgresources/Preapp/Search> Posting Date: 1/18/19

*-Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal

1/18/19 10:33:19

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George Pasquel III - Withey Morris, PLC
George@WitheyMorris.com
602-230-0600

City Contact:

Brad Carr (480) 312-7713
BCarr@scottsdaleaz.gov

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*-Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal

1/18/19 10:51:19



Affidavit of Posting

Required: Signed, Notarized originals.

Recommended: E-mail copy to your project coordinator.

☒ **Project Under Consideration Sign (White)**

☐ **Public Hearing Notice Sign (Red)**

Case Number: 627-PA-2018

Project Name: _____

Location: 6990 N Scottsdale Rd

Site Posting Date: 1/18/19

Applicant Name: George Pasquel III- Withey Morris, PLC

Sign Company Name: Dynamite Signs

Phone Number: 480-585-3031

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Megan Riggett
Applicant Signature

1/18/19
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the 18th day of January 2019



Marybeth Conrad
Notary Public

My commission expires: 10-25-20

City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088

Subject: Planning Commission Public Comment (response #191)

Planning Commission Public Comment (response #191)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	https://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	10/28/2020 12:10:29 PM

Survey Response

AGENDA ITEM	
What agenda item are you commenting on?	PALMERAIE PHASE II 7-ZN-201632
COMMENT	
Comment:	<p>I am HOA President for the 41 homes at Cuernavaca, 6701 N Scottsdale Rd, between Indian Bend and Lincoln. We are across from the Spectrum office building. We are gravely concerned about Northbound traffic on Scottsdale Rd between Lincoln and Indian Bend. We now have the ability to turn left onto Scottsdale Rd Southbound and turn left into or homes going southbound on Scottsdale rd. This requires traffic to be clear OR for three lanes of traffic to let us cross in front of them to do so. This is already a challenge to do so during peak traffic hours. 4000 new parking spaces for Palmeraie and even more for the Resort will create even greater demand on Scottsdale Rd. making it almost impossible to egress and ingress with a left turn from our homes. In speaking with George Pasquel and Dawn Carter of Civtech this morning, I was made aware of the potential addition of an additional left turn lane into the Spectrum on northbound Scottsdale Rd. While that will facilitate an additional 5-6 cars to turn left, it will, not be enough to keep that far lane from backing up to our left turn openings thereby blocking them. This will happen in the far two lanes as well. We are asking the City to create a no-stopping zone in front of our driveway as you place in front of Fire Houses with yellow street striping and "do not block" signs to facilitate our traffic</p>

	needs. This would be a welcome commitment by the City to help our residents stay safe when needing to turn left from our homes. We look forward to working with you. Thank you
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Douglas Cole
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	DOUGLASACOLE1@GMAIL.COM
Phone:	(858) 248-2423
Address:	6701 N SCOTTSDALE RD #36
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I have lived in Scottsdale for 10 years and have worked in design, hospitality, tourism and fashion for over 15 years. I have traveled and explored more interiors than I can even count. A project like this one has a rare opportunity to shape a landscape of a city. OUR CITY. It draws a level of sophistication that is great for business, but more importantly it cultivates an artistic culture within. That is irreplaceable and important when building our future cities.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Hannah Klemm

Address: 7751 E Glenrosa Ave b7, Scottsdale, AZ 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Maureen Lyon <maureen@worldldesignworks.com>
Sent: Wednesday, October 28, 2020 12:32 PM
To: City Council; Thompson, Jim
Cc: Carr, Brad; Grant, Randy; george@withey Morris.com; mturner@rosemoserallynpr.com; GaryandoOscar@gmail.com
Subject: Fendi residence

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and the Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL to : citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 regarding the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I am a transplanted New Yorker who has strong family ties to Scottsdale for the last 30 years and our city's growing design community.

I choose Scottsdale for my residence more than 10 years ago when I was able to relocate my Home Design Sourcing business for European clients. My work concentrates on European clients and sources home products throughout Asia while maintaining exacting quality standards. Scottsdale offers a community where I am able to keep in touch with both design and manufacturing of 2 continents while enjoying the living perks of Scottsdale's community and the easy adjacencies of travel options.

Scottsdale has a reputation as a much demanded tourism destination and it is also one of the top places to live in the United States. I have seen exponential growth during the last 10 years for business as well as residences. This has included some resorts as well as worldwide retail brands in an environment which is attracting a growing clientele which will be able to support Scottsdale's needs for years to come.

Scottsdale has an opportunity to develop a vacant lot into a dual purpose luxury tourist and residential destination with the umbrella of an iconic global fashion brand in a location which will surely be able to support it.

As a former wholesale and retail buyer I have spent years travelling Europe and seeing/experiencing the Fendi family's long association with responsible design in both their fashion lines and their residences and offices. As the Ritz Carlton organization has chosen our community to build the first new North American Ritz in more than 10 years it is a fortuitous opportunity to add even more interest to a project which will bring revenues to our community while being aware of the needs to build responsibly.

Designed by the same architect that designed the notable Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening so it totals a height of 90 feet; this is set back far off Scottsdale Road and is just 10 feet more than what was unanimously approved by the Scottsdale

City Council in 2017. And it is my understanding that many other height allowances in the 2017 approval are not being pursued.

As a Scottsdale resident I anxiously look forward to this projects approval and completion and as a follower of new designs for living and our homes I am most anxious to have a Fendi Family project added to Scottsdale. Towards this end, I hope our City Council will work diligently with the development team to ensure that this project includes the Fendi residences.

Sincerely,

Maureen Lyon
6833 East 5th Street
Scottsdale, AZ 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

TRANSCRIPT

SUBJECT; Support for Approval of City of Scottsdale, Case #7-ZN-2016#2 – Palmeraie
Phase II
AUTHOR; Nicole Reyes = NR
LOCATION; Paris (France)
DATE; October 26th, 2020
CONTENT; As follows

[Start]

NR; Hello City of Scottsdale Council. Today is October 26th and I filmed this from the historic rooftops in Paris, France. My name is Nicole Reyes. I am resident of the City of Scottsdale as well as a small business owner. My business is located at the Scottsdale Airpark. 7855 East Evans Road. I am asking for your support for the FENDI Residence project. I think that this project will bring a lot of luxury and sophistication to the City of Scottsdale. It was originally designed in Rome; Italy and I think Scottsdale is ready for this new level of luxury. So, I am asking for your full support for the additional 10-foot variance to move forward with this project. Thank you very much!

[End of video]

NICOLE REYES

Classic Custom Upholstery
7855 East Evans Road, Suite A
Scottsdale, AZ 85260
(480) 348-9377
firstclassbelongings@gmail.com

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, Arizona
85251

Dear Mayor Lane and Scottsdale City Council,

Many of you may know me personally and others might know of me.

I will briefly reintroduce myself:

I am both a professional Artist as well as an Interior Arch. Designer. I live and work here in Scottsdale although I work all over the world.

To refresh your memories:

In the 80's I conceived the symbol of the howling coyote with a bandana.

It became so popular the the Scottsdale Chamber asked to wear them at all events and conventions along with selling them. My images of the Southwest in posters became the best selling images world wide for the Joan Cawley publishing gallery co. for 14 years.

I created the Scottsdale Culinary Festival with became the largest source of fundings for the Scottsdale Center along with voted the public's Favorite Activity.

I was asked by the late Charles Keating to finish up new designs for his Phoenician Hotel and resort. It was deemed 5 Star From Designing the main entry to the Mother of pearl pool- to signage etc., etc.

I did it all.

The Scottsdale Fine Arts Council asked me to chair a 20 year master plan group of incorporating The arts into the Scottsdale vocabulary & environment.

My personal concept of honoring the Native American native tribes we accomplished by using their tribal images in transposing them into colored gravel Along the 101 - 202 etc. People remark about the distinctiveness of these all the time.

I also came up with the river walk Concept we can enjoy.

My fine art was represented here , in Santa Fe and Palm Springs by the late Elaine Horwitch Galleries. My shows for her and then additional galleries from New York to Los Angeles sold out.

In 2001 I designed 'SIX' The night club that was then voted internationally as one of the top 12 nightclubs for the year.

Other work locally is the W Hotel high End Suites as well as the 'SumoMaya' Restaurant now under renovation.

This is just a capsule of my works locally- Hope this helps some of you know some of my work.

Please understand I am in no way connected to the new Ritz Carlton/ Fendi / Palmeraire project.

As a professional designer I was asked to review and give my opinion on a proposed change of a screen wall of 10 feet in height to hide and enclose mechanical equipment.

In my review I see no issue what so ever with this change.

As a neighbor to the project, a resident with my home close by- I see absolutely no issue with what the Architect has carefully proposed.

I proudly call Scottsdale my home.

Our careful growth, needs this fine project to get approved and completed. It will be the missing Gem in Scottsdale's Brand.

The choice of Variety of homes are excellent and should not be held up.

As a professional designer I am sticking my neck out to encourage you to work with the design team to resolve this non issue quickly.

I thank you for you work and time,
Most sincerely ,

Jeff Low
7325 E Claremont Street
Scottsdale, Arizona
85250

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

As a longtime resident of Scottsdale, I have been following the Ritz-Carlton/Palmeraie project with interest. I am aware that there is some push back from the Scottsdale community on the height of the Fendi Residences.

In my opinion, the Fendi Residences would bring a wonderful air of sophistication to Scottsdale and would enhance Scottsdale's reputation for being a tourist mecca and an incredible place to live and work.

Therefore, I request that Mayor Lane and the Scottsdale City Council support case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. How lucky we are to be the very first place in the United States to have the Fendi Residences.

The increased height (10 feet, I believe) is a non-issue to me. It's an attractive project with great curb appeal and will only enhance the Ritz-Carlton/Palmeraie development and Scottsdale, as well.

Please work to ensure we have this stunning development, including the Fendi Residences, approved. I thank you for your time.

Best regards,

William Lykins
6526 E. Cypress St.
Scottsdale, AZ 85257

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

As residents of Scottsdale, we have been following the Ritz-Carlton/Palmeraie project with interest. We are aware that there is some push back from the Scottsdale community on the height of the Fendi Residences which is why we are reaching out to you.

In our opinions, the Fendi Residences would bring a wonderful air of sophistication to Scottsdale and would enhance Scottsdale's reputation for being a tourist mecca and an incredible place to live and work.

Therefore, we request that Mayor Lane and the Scottsdale City Council support case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. How lucky we are to be the very first place in the United States to have the Fendi Residences!

We are not concerned about the increased height. It's an attractive project with great curb appeal and will only enhance the Ritz-Carlton/Palmeraie development and Scottsdale, as well.

Please work to ensure we have this stunning development, including the Fendi Residences, approved. We thank you for your time.

Best regards,

Penny and Larry Gunning
6310 E. Exeter Blvd.
Scottsdale, AZ 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

A project of this magnitude ready to be developed on a vacant lot of land, that is ready to be converted into a luxury tourist and residential destination with an iconic global fashion brand, will help to bring a user that will bring more spending to the city, which will also help other local businesses to have access to this particular segment of shopper.

As the owner of an established medical practice in the Valley, I understand the importance of projects of this scale for our city. I have traveled extensively around the world and in my travels, I recognize that in cities which encourage and support luxury retail, they always appeal to the obvious higher income clientele, but also attract those shoppers who aspire to own higher style products.

My business serves a wide range of clientele of varying income levels, and currently, most of our valley retail tends to focus on mainstream, duplicated, everyday brands. Bringing a new, unique brand (and brands) to our city, opens the doors to entice a higher income customer to the valley, one that is accustomed to luxury, high-style retail brands. And while my diverse clientele choose to spend on personal luxury, this addition to the city also opens doors to a new demographic of higher-end customer for my business. An added layer of new luxury brands to the retail community is generally accompanied by a higher level of expenditure in our local economy. I

support this project, since I believe that adding this new dimension of business service in our valley helps to contribute to the expansion of my business clientele, which also gives me the possibility of contributing to city and state revenue as part of my tax input.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Dr. Martha L. Reyes

5178 North, 83rd Street
Scottsdale, Arizona 85250

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA [EMAIL: citycouncil@ScottsdaleAz.gov](mailto:citycouncil@ScottsdaleAz.gov)

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter in support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects. It includes bringing the first Fendi Residences in the United States to Scottsdale.

As you know, Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We have some of the most luxurious resorts and higher end retail. Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with one of the most iconic global fashion brands.

Using the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet. They are set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

The building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade.

Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work with the development team to ensure the creation of the Fendi residences.

Sincerely,



Jill Krigsten
7292 E Vaquero Drive
Scottsdale, AZ
85258

Mayor Lane and Scottsdale City Council

Scottsdale City Hall

3939 N. Drinkwater Blvd.

Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter on behalf of my brother (Sami Chowdhury) and his spouse (Sydney Sherman) who are both residents of Scottsdale to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences ('the Project') in the United States to Scottsdale.

As a frequent visitor to Scottsdale, I know it is a top tourism destination and is one of the best places to live in America. As home to some of the most luxurious resorts and notable retail brands, I believe the Project, developing a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand would immensely benefit Scottsdale.

I have been made aware of the following features of the Project, as appears below.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope your City Council will work diligently with the development team to ensure the creation of this notable Project, which I believe would add to the general character of Scottsdale as a destination of luxury tourism.

Sincerely,

NAME: **Saadi Chowdhury Esq.**

Address: 19 Higham House West

102 Carnwath Road

Fulham, London

SW6 3BJ

United Kingdom

CC: Planner Brad Carr

Planning Director Randy Grant

City Manager Jim Thompson

George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I was born and raised in North Scottsdale and with the exception of living in San Francisco during high school, I have resided here for over 20 years. The city I grew up in is vastly different from the city I see today. I vividly remember when major economic and architectural developments began to skyrocket here; when I moved to California in 2011, the Scottsdale Quarter was far from completion and a primary topic of discussion. The Scottsdale community was thrilled with the concept of adding a modern shopping center adjacent to the already well established Kierland Commons. When I relocated back to Scottsdale in 2015, it was the spot everyone wanted to be at, whether for dining out or shopping at stores that ceased to exist in Arizona previously. As I write this today, it is still one of Scottsdale's most notable developments. The urbanization that I have witnessed here first hand has opened many doors for our inhabitants in terms of jobs, housing options and quality of life. My parents also express immense gratitude for these developments; my mother and her parents are native to Scottsdale and my mother even attended Scottsdale High School before it was demolished. Her perspective on the advancements Scottsdale has made throughout her life are difficult to comprehend. The picture she paints of the town she grew up in is so far removed from how I view Scottsdale today, which speaks volumes of the success these metropolitan advancements have made. This community has been home to three generations of my family due to its ability to industrially adapt to modern lifestyles and meet the needs of its residents. There is no place my family would rather call home and I acknowledge how fortunate I was to have the upbringing my parents provided me with here. I always knew Scottsdale was special, but moving to a highly populated, disorganized city such as San Francisco made me highly vigilant of how lucky I was to be from this tight net, yet progressive city.

I am currently a graduate architecture student at Arizona State University and spent the past 4 years studying and professionally practicing interior design here in town. The foundation of my studies and prior work experience have revolved around high end residential and boutique commercial developments, which have led to increased knowledge about zoning ordinances and building codes. With this being said, I am positive Scottsdale is capable of continuing urban advancements at a heightened level and believe The Palmeraie is the critical destination needed to attract a new wave of tourism and contribute to Scottsdale's identity as a viable fiscal and design hub. The high end spectrum of the fashion trade is not yet fully defined here, even after the renovations completed at Fashion Square. When I heard of The Palmeraie, I was optimistic to see the list of luxury retail stores that have never been present in Arizona and would soon be located in the same

realm of the Ritz-Carlton. The potential for networking and brand identity The Palmeraie inherently poses is a large component of why my colleagues, peers, mentors and myself choose to build their careers and families here. We are wholeheartedly idealistic about Scottsdale's potential and want to pioneer a further recognizable destination for cutting edge design, fashion and tourism. To make this possible, Scottsdale must introduce diverse hospitality and retail spaces, such as The Palmeraie and Fendi Residences.

My intent is to support the opportunistic members of our community that view moving forward with the economic development of Scottsdale as critical. I am asking that we place greater importance on a multi-faceted approach when curating destinations that encourage users to experience Scottsdale's culture.

The Ritz-Carlton will be the first constructed in North America in over a decade, contributing to the luxury brand identity of the Fendi Private Residences. When paired together on the same plot of land, they will create arguably the most significant aesthetic focal point our community has seen to date. Currently set to stand at 80 feet tall, the request for 10 more feet to house necessary mechanical screening would be a minute difference in the overall height, especially considering the characteristics of the built environment already existing on Scottsdale Road. This small height difference, which was unanimously approved in 2017 by the Scottsdale City Council, is a modest design request that does not require rezoning of any kind.

As a lifelong citizen of Scottsdale who lives directly on Scottsdale Road and Lincoln Drive, I have seen, heard and felt the ongoing construction of the Ritz-Carlton and The Palmeraie for three years; my balcony overlooks the construction of these highly anticipated new developments. I believe the 10 foot request should be considered for not only the structural aspects needed to turn this project into a tangible reality, but for the overarching opportunities the Fendi Residences would bring to our society. The continuation of economic prosperity and architectural feats our city strives for encourages me to participate with the team involved in the Fendi Residences to become a step closer to project completion.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tessa DesRoche', written in a cursive style.

Tessa DesRoche
7100 East Lincoln Drive
Unit 4113
Scottsdale, AZ 85253

CC: Planner Brad Carr
Planning Director Randy Grand
City Manager Jim Thompson
George Pasquel

Ava Spanier

973-204-4456

ava@headsparkproductions.com.

20957 N 112th St Scottsdale AZ 85255

October 27, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov et. al.

Dear Mayor Lane and Scottsdale City Council,

I am writing you in support of case #7-ZN-2016#2 regarding the Ritz-Carlton and associated Palmeraie projects.

As a transplant from New York almost a decade ago, I am particularly excited about this project including the establishment of the first Fendi Residences in the US to Scottsdale. What a feather in our hat! Currently Scottsdale is home to some of the more discerning consumers who appreciate its many luxurious resorts, top notch golf courses and sophisticated shopping opportunities, but it is my opinion that securing a residential building designed by an iconic brand like Fendi will elevate our community even more, not only for our full-time residents like myself but those who might choose our town as a second-home location as well as vacationers.

I hope our City Council will work diligently with the top-notch design and development team to ensure the creation of this exciting project including the impressive Fendi residences.

Sincerely,

Ava Spanier

Carr, Brad

From: drreyes@reyesfamilymedicine.com
Sent: Tuesday, October 27, 2020 8:18 AM
To: citycouncil@scottsdaleaz.gov; Thompson, Jim
Cc: Carr, Brad; Grant, Randy; george@withey.com; mturner@rosemoserallnpr.com; Oscar las
Subject: Letter in Support of the FENDI RESIDENCES PROJECT - case #7-ZN-2016#2

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

A project of this magnitude ready to be developed on a vacant lot of land, that is ready to be converted into a luxury tourist and residential destination with an iconic global fashion brand, will help to bring a user that will bring more spending to the city, which will also help other local businesses to have access to this particular segment of shopper.

As the owner of an established medical practice in the Valley, I understand the importance of projects of this scale for our city. I have traveled extensively around the world and in my travels, I recognize that in cities which encourage and support luxury retail, they always appeal to the obvious higher income clientele, but also attract those shoppers who aspire to own higher style products.

My business serves a wide range of clientele of varying income levels, and currently, most of our valley retail tends to focus on mainstream, duplicated, everyday brands. Bringing a new, unique brand (and brands) to our city, opens the doors to entice a higher income customer to the valley, one that is accustomed to luxury, high-style retail brands. And while my diverse clientele choose to spend on personal luxury, this addition

to the city also opens doors to a new demographic of higher-end customer for my business. An added layer of new luxury brands to the retail community is generally accompanied by a higher level of expenditure in our local economy. I support this project, since I believe that adding this new dimension of business service in our valley helps to contribute to the expansion of my business clientele, which also gives me the possibility of contributing to city and state revenue as part of my tax input.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Dr. Martha L. Reyes

5178 North, 83rd Street
Scottsdale, Arizona 85250

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to show my strong support for case #7-ZN-2016#2. I believe the Ritz-Carlton and Palmeraie projects will be a great addition to the positioning of Scottsdale as a world class destination.

I have lived in Scottsdale for over 40 years and I have been selling luxury property here for over 38 years. I am proud that Scottsdale is known as a top tourism destination and is one of the best places to live in the country. Scottsdale has a great opportunity to turn a vacant lot into a major economic machine that all residents and visitors will benefit from.

It is my understanding that the same architect that designed the Fendi headquarters in Rome, is designing the Fendi Private Residences which are 90 feet tall. I have also seen the plans and understand the set back is far off Scottsdale Road. The residences are only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

I ask the City Council to work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Cionne McCarthy

6134 E. Calle del Norte

Scottsdale AZ. 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Kuester, Kelli
Sent: Tuesday, October 27, 2020 7:55 AM
To: Heather Wagenhals - RBM
Cc: Carr, Brad
Subject: RE: Ritz-Carlton and associated Palmeraie projects

Hello Heather,

Thank you for emailing Mayor Lane and the City Councilmembers and for taking the time to share the letter prior to the proposed November 23rd City Council meeting on this project. Planning and Development Area Manager Brad Carr is copied on this email and will make sure your comments are included in the case file.

More information can be found here: <https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>.

Kelli Kuester

Management Assistant to the Mayor
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251
kkuester@scottsdaleaz.gov
(480) 312-7977

From: Heather Wagenhals - RBM <office@renaissancebrandmanagement.com>
Sent: Monday, October 26, 2020 5:41 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Ritz-Carlton and associated Palmeraie projects

⚠ External Email: Please use caution if opening links or attachments!

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my vehement support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects, which includes bringing the first Fendi Residences in the United States to Scottsdale.

In addition to this project being a tax revenue generator for the city, it also will be a world-class destination with an iconic residential brand.

As a native Arizonan, Scottsdale resident and real estate broker, I implore you to approve this project for many reasons. One of which is that I would like the opportunity to be an owner of one of these penthouses and reside in this vibrant part of town.

Second, we want to avoid being the city that eschewed a luxury brand opportunity, for the simple fact that Scottsdale is already known for its luxury brands. What kind of precedent would that set with our existing and potential new luxury brand partners? Do we really want to disregard one of the most iconic luxury brands in the world?

Third, as one of the original owners of the most prestigious address in Scottsdale, the Scottsdale Waterfront, I can personally attest to the tremendous value of high-rise luxury living in this area. I, and many of my neighbors shopped and dined out every night, patronizing all of the local restaurants in the area, both supporting local businesses and generating tax revenue for the city's worthwhile projects.

At the time, it was the highest structure in all of Scottsdale. This residential height request for this project is a fraction of the Waterfront and with the minimum size units at 4,000 square feet, density is negligible. Moreover, the upside economic tax revenue potential from those owners is significant.

If Scottsdale wants to continue to attract luxury retail and luxury lifestyle living and avoid losing our city's cachet in this regard, we must approve this project so that we can maintain our renowned worldwide status. After all, if Scottsdale is a city that is consistent with its successful decisions such as the Optima and the Waterfront, this should be a simple approval.

Thank you for your time and consideration.

To Your Prosperity,

Heather Wagenhals
Renaissance Brand Management
6929 N. Hayden Rd, Suite C4-122
(480) 499-3132 Office
RenaissanceBrandManagement.com

Mayor Lane and Scottsdale City Council

Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Successful cities have functionality and added value, much like strong brands. Inherent qualities of successful cities are based on the function of their geographic location for trade, industry, employment, and economy. But their added value, such as culture, attractions, and people, contribute to their distinctiveness as a brand. In other words, there is more to the city than just employment, more to attract people that would say 'this is a quality place to live'. This is a clear message, one that is very specific about what the city brand is and what kinds of added value and attractions the city possesses. This is not only perceived value, but also real value.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Sami Chowdhury

Executive Director of Royal Capital Ltd.

4629 E Sunset Dr. Phoenix, AZ 85028

Samic1031@gmail.com

CC: Planner Brad Carr

Planning Director Randy Grant

City Manager Jim Thompson

George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

As a longtime resident of Scottsdale, I have been following the Ritz-Carlton/Palmeraie project with interest. I am aware that there is some push back from the Scottsdale community on the height of the Fendi Residences.

In my opinion, the Fendi Residences would bring a wonderful air of sophistication to Scottsdale and would enhance Scottsdale's reputation for being a tourist mecca and an incredible place to live and work.

Therefore, I request that Mayor Lane and the Scottsdale City Council support case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. How lucky we are to be the very first place in the United States to have the Fendi Residences.

The increased height (10 feet, I believe) is a non-issue to me. It's an attractive project with great curb appeal and will only enhance the Ritz-Carlton/Palmeraie development and Scottsdale, as well.

Please work to ensure we have this stunning development, including the Fendi Residences, approved. I thank you for your time.

Best regards,

William Lykins
6526 E. Cypress St.
Scottsdale, AZ 85257

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I am Scottsdale native and have been living here my 27 whole years. I have seen Scottsdale grew when it was empty land lots to shopping centers and new build customs community homes to exquisite golf clubs and our wonderful nightlife in Old Town Scottsdale. I remember when I was a child wanting to be an interior architect and advocate to see our great, lively and young city thriving with new opportunities and creating new experiences to be made with my family and friends to our tourists from all over the world to experience the Sonoran Desert with great hospitality. My parents are first generation Americans that immigrated here from India and Iran, when they first visited Scottsdale when they lived in Los Angeles, they immediately moved here and never looked back. I couldn't agree with them more. My parents have provided me a privilege life growing up here in this amazing city called Scottsdale. I have grew up with many diverse friends here and still call them my brothers and sisters, this community gave me the opportunity to express and share those times at our community centers, malls, restaurants and hospitality nightlife.

I am a practicing interior designer and adjunct professor here in town and serve my time currently at Scottsdale Community College and Arizona State University. I have worked on many projects ranging from high-end residential, to commercial workplace, retail and hospitality which includes restaurants and boutique hotels. While my time serving as a designer, I have knowledge of building codes and zoning ordinances and I believe have an exquisite destination for our locals and tourists to enjoy the outdoors and the grand shopping malls. The Palmeraie is a new destination that we've been waiting for too long, our Phoenix metropolitan is behind on infrastructure that brings experience and place-making a destination. When I first heard about the new Ritz Carlton and Palmeraie project, I was excited about the wonderful opportunities it will open up for our city. Economic growth, fashion hub and architectural inspiration are

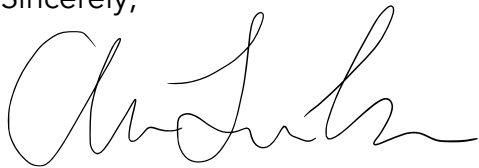
things that will bring including the fashion industry, we have a great network here but it's not fostered enough where we can grow our pin drop on the map bigger. My colleagues, friends and I that are natives here talk about economic development in Scottsdale and how it's growing fast but needs more diverse hospitality and retail destinations to foster our fashion destination branding and strategy.

My objective is to help move forward with the growth of our experience Scottsdale to be a significant economic contribution to the valley. As a citizen of our wonderful city, I as that we need to promote and engage our users to experience more.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are currently standing at 80 feet tall with a small portion of mechanical screening which would need to move up to 90 feet tall, set back off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

As a citizen of Scottsdale, I am always advocating for a new experience and diversity. I believe the 10 feet request should be taken into account for the architectural and engineering considerations to make this project possible. I would be glad to participate with the architects and the team to bring my perspective on how we can achieve the desired goal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ali Saman Chopra', with a stylized, cursive script.

Ali Saman Chopra

8206 East La Junta Road

Scottsdale, AZ 85255

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: GLENDA GUTIERREZ <glendanc3@gmail.com>
Sent: Monday, October 26, 2020 12:24 AM
To: City Council; Thompson, Jim; GaryandOscar@gmail.com; george@withey.com; Grant, Randy; Carr, Brad; mturner@rosemoorallynpr.com
Cc: Glenda Gutierrez
Subject: FENDI RESIDENCES

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first FendiResidences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendiheadquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued. I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Glenda G. Gutierrez
18927 North 101st Street
Scottsdale, Arizona 85255

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to show my strong support for case #7-ZN-2016#2. I believe the Ritz-Carlton and Palmeraie projects will be a great addition to the positioning of Scottsdale as world class destination.

I have lived in Scottsdale for over 35 years and owned many homes and businesses here. I am proud that Scottsdale is known as a top tourism destination and is one of the best places to live in the country. Scottsdale has a great opportunity to turn a vacant lot into a major economic machine that all residents and visitors will benefit from.

It is my understanding that the same architect that designed the Fendi headquarters in Rome, is designing the Fendi Private Residences which are 90 feet tall. I have also seen the plans and understand the set back is far off Scottsdale Road. The residences are only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

I ask the City Council to work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Carrie Martz

21135 N. 74th Way

Scottsdale AZ. 85255

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the Ritz-Carlton and associated Palmeraie projects which would bring the first Fendi Residences in the United States to Scottsdale.

I am a Scottsdale homeowner and have happily watched our city become a top tourism destination with beautiful resorts, amazing weather, incredible housing choices and world class shopping. Currently, Scottsdale has an exciting opportunity to develop a luxury tourist and residential destination with an iconic global fashion brand. I am in support of this project.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. The residential building will be an aesthetic attraction and will be located adjacent to the first Ritz-Carlton built in North America in over a decade.

I am hopeful our City Council will work with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Susan Wesley

15620 North 51st Street

Scottsdale, AZ 85254

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

To: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the new Ritz-Carlton and the Palmeraie projects which includes bringing the first Fendi Residences in the country to Scottsdale.

We live in Phoenix, but are actually only four blocks from Scottsdale. We exclusively shop within Scottsdale. Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, we have an opportunity to develop an abandoned lot of weeds into a luxury tourist and residential destination with a global fashion brand.

Palmeraie is designed by the same architect that designed the Fendi headquarters in Rome. The Fendi Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set far back from Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued. This project will help the City of Scottsdale recover lost revenues from the pandemic, as well as appeal to an elite tourist who will spend additional dollars while visiting.

I hope the City Council can work with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Mr. and Mrs. Joseph Marovic

5901 East Exeter Blvd.

Phoenix, AZ 85018

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

LINDA M. HEROLD

7425 East Gainey Ranch Road, No. 51, Scottsdale, Arizona 85258
lindaherold@aol.com - 480.348.0564 - Mobile: 602 708-1405

October 17, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

RE: case #7-ZN-2016#2

Dear Mayor Lane and Scottsdale City Council,

The Ritz-Carlton and The Palmeraire projects, including the Fendi Residences, will bring a desirable resort and neighborhood to our community and compliment Scottsdale's desert lifestyle. I firmly support and welcome these projects

The first Fendi Residences in the United States along with The Palmeraire will bring impeccable luxury and sophistication to Scottsdale. Residents and visitors will experience one of the country's best places to live, work and play.

It's exciting to bring one of the world's exclusive fashion hallmarks to Scottsdale with the Fendi brand. Fendi Private Residences, on Scottsdale Road, are 80' tall with a small portion of mechanical screening reaching a total height of 90'. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

I hope our City Council will work diligently with the development team to ensure the creation of the impressive Fendi residences, The Ritz-Carlton and The Palmeraire. These exciting projects will enhance our community, provide great place to come home to and embrace the spirit Scottsdale.

Sincerely,

Linda M. Herold

Linda M. Herold

Scottsdale Resident

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov
Dear Mayor Lane and Scottsdale City Council,

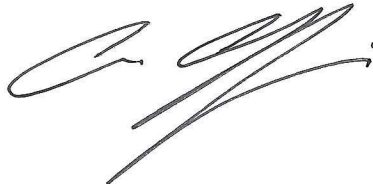
As a longtime resident of Scottsdale, I am excited as the Ritz-Carlton and Palmeraie come together. I am delighted that Fendi has chosen Scottsdale as the first United States location for these premier residences. The cache Fendi Residences will bring to Scottsdale will be beneficial to the community, as well as to the Ritz Carlton/Palmeraie development.

I ask Mayor Lane and the Scottsdale City Council to give Fendi Residences the green light – I ask for their support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences to Scottsdale.

I approve of the increased height of the Fendi Residences and are not concerned over the extra 10 feet requested by them. I feel certain that the design team will create a beautiful project and it is my hope that we will have them as part of our overall Scottsdale landscape.

I hope our City Council will support the inclusion of the Fendi Residences in the Ritz-Carlton/Palmeraie. I highly support the entire project and hope the Scottsdale City Council will, as well.

Sincerely,
Christopher Coffin
7500 E. McCormick Parkway
Villa Four
Scottsdale, AZ 85258



CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Monica Samuels <monica@quasarquantumhealing.com>
Sent: Saturday, October 17, 2020 9:34 AM
To: Carr, Brad
Cc: george@withthemorris.com; Grant, Randy; mturner@rosemoserallynpr.com; garyandoscar@gmail.com; oscar@oscardelassalas.com
Subject: Fendi Residences Project Scottsdale
Attachments: 0_Quasar_Quantum_Logo_Stacked_Tagline_Gradient-2.png

⚠ External Email: Please use caution if opening links or attachments!

October 17, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council:

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. I was born into a family of artists, architects, fashionistas, and musicians. I experienced the broadest spectra of design at an early age. Traveling the world, moving from country to country, and observing the growth and progress of a variety of urban landscapes throughout the globe, served to expand my horizons even further.

I came to Arizona 1990. I absolutely loved the weather, the desert beauty, the Sahuaros, the red rock of Camelback Mountain, and how clean the City of Scottsdale was. I graduated from the Walter Cronkite School of Journalism and Mass Communication at ASU. I have seen the City of Scottsdale progress by leaps and bounds since my arrival, and recognize significant potential moving forward.

I recently toured the Ritz-Carlton project and site of the forthcoming Fendi Residences and The Palmeraie, both of which I found completely mind-blowing. To reach its potential as a destination location, Scottsdale must continue to add unparalleled excellence and variety to its already impressive collection of high-end shops, resorts, and fabulous restaurants. Arizona accommodates millions of visitors every year. It offers breathtaking scenery, ever-changing through all four seasons. Why not enhance this legacy with the embodiment of world-class luxury and culture? With Fendi, we can bring a little Rome to Scottsdale. I see Fendi as a valuable addition to the culture and economy of the City of Scottsdale.

I support this project because of the endless possibilities it brings for the fashion, culinary, and luxury resort businesses in the area. Jerry Ayoub, CEO of Five Star Development, had the vision, and Marco Costanzi brought it to life with brilliant design and architecture, for one incomparable project. I eagerly await its completion and the benefits it will bring.

Sincerely,

Monica B. Samuels, Founder
Quasar Quantum Healing, LLC
14809 N. 73rd St.
Scottsdale, AZ 85260

CC: Planner Brad Carr

Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

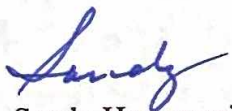
As a longtime resident of Scottsdale, rarely have we seen a project as exciting as the Ritz-Carlton and Palmeraie. The Fendi Residences are a vital component to this project, in our opinion. I love the level of sophistication these residences bring to the overall Palmeraie project and to Scottsdale.

I am encouraging our fine Mayor Lane and the Scottsdale City Council to give Fendi Residences their blessing. Therefore, I ask for their support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Fendi is an incredible brand and we would be proud to have it be a part of the Ritz-Carlton/Palmeraie mixture. It will be an impressive and appealing part of the Scottsdale landscape. I approve of the increased height of the Fendi Residences and am not concerned over the extra 10 feet requested by them.

I hope our City Council will support the inclusion of the Fendi Residences in the Ritz-Carlton/Palmeraie. I highly support the entire project and hope the Scottsdale City Council will, as well.

Sincerely,



Sandy Hecomovich
10152 E. Cavedale Dr.
Scottsdale, AZ 85262

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

Subject: Fendi Residences. Zoning Case #7=ZN-2016#2

From: Barry Lewis <blewis0517@gmail.com>

Sent: Friday, October 16, 2020 2:42 PM

To: City Council <CityCouncil@scottsdaleaz.gov>

Subject: Fendi Residences. Zoning Case #7=ZN-2016#2

October 16, 2020.

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for zoning case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I have lived in Scottsdale for over 33 years and watched that property forever to see if anything beneficial would be done. Now finally between Paradise Valley, AZ progress is being made. Scottsdale is known as a top tourism destination and is one of the best places to live in the country. Many of the now citizens are moving here from bigger cities and will welcome a project like this.

With this growth Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

Having lived her for over 33 years involved with positive development I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Barry Lewis

15509 N Scottsdale Road.
Apt 3050
Scottsdale, AZ 85254

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

My name is Candice Mathis and I am a Fashion and Lifestyle blogger local to Phoenix & Scottsdale. For reference, you can see my work [here](#).

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Candice Mathis
3740 N 40th Pl
Phoenix, AZ 85018

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Cynthia Sassi <cynthia.sassi@fabulousarizona.com>
Sent: Tuesday, October 13, 2020 6:19 PM
To: City Council; Thompson, Jim; Carr, Brad; Grant, Randy; george@withey.com; Mary Turner
Subject: Support for Palmeraie and New Fendi Residences for Scottsdale
Attachments: Support for Case #7-ZN-2016#2 - Sassi.docx

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

As the founder of FabulousArizona.com, I have a passion for our beautiful state and am so proud of Scottsdale, which is known as a top tourism destination and is one of the best places to live in the country. Here in Scottsdale we are home to some of the most luxurious resorts and notable retail brands.

I have lived near this vacant lot at Indian Bend and Scottsdale Rd for nearly 5 years and am so excited to see this turn into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I truly believe that approval of this height allowance will only add to the prestige and beauty of the City of Scottsdale.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Cynthia Sassi
7100 E Lincoln Dr. #2152
Scottsdale, AZ 85253

CC: Planner Brad Carr
Planning Director Randy Grant

City Manager Jim Thompson
George Pasquel



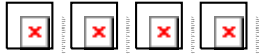
Cynthia Sassi

President, Founder

☐ (480) 297-9887

☐ cynthia.sassi@fabulousarizona.com

☐ fabulousarizona.com



Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

As the founder of FabulousArizona.com, I have a passion for our beautiful state and am so proud of Scottsdale, which is known as a top tourism destination and is one of the best places to live in the country. Here in Scottsdale we are home to some of the most luxurious resorts and notable retail brands.

I have lived near this vacant lot at Indian Bend and Scottsdale Rd for nearly 5 years and am so excited to see this turn into a luxury tourist and residential destination with an iconic global fashion brand.

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I truly believe that approval of this height allowance will only add to the prestige and beauty of the City of Scottsdale.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Cynthia Sassi
7100 E Lincoln Dr. #2152
Scottsdale, AZ 85253

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,
Andrea Yanno
2466 E. Roma Ave
Phoenix, AZ. 85016

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

October 11, 2020

To Whom It May Concern,

My name is Courtney Greger. I have lived in the valley since 2004. During this time I have been a designer/ house flipper for 11 years and a licensed real estate agent for 6 years. Prior to coming to Arizona, I had a 13 year career working in the cosmetics industry for Nordstrom. As an executive with Nordstrom I learned how having exclusive product and and points of difference would lead to a thriving business, a mission statement the company was built on. All these years later I have built my own business on that very same principle. Being a real estate agent/designer, I can offer my clients services that most agents cannot offer. This point of difference has allowed me to have a successful business.

As a real estate agent I am constantly looking for options that will impress and perform over my clients expectations. The more exclusive opportunities we have in the valley the more diverse our residents here will be. It is important to the development of our state that we maintain a multitude of residential options that will attract a variety of clients. I see The Palemeraie project as being such an opportunity. The exclusivity of the Fendi residences is both exciting and unique for our residents. The idea of having designer shopping for our visiting guests in Scottsdale will elevate what we can offer as a travel and tourism destination. This is the point of difference the city of Scottsdale can't afford to pass up.

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Sincerely,

Courtney Greger

5343 W Chisum Trail

Phoenix AZ 85083

courtneygreger@gmail.com

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. I believe in order to stay on that path we need to continue to bring in luxury and world-wide brands to compete with the rest of the country and world if we want to continue to remain a top destination.

As someone who falls into the 30-35 age range category I do believe The Fendi Residences are very appealing for my age demographic as many of us are working professionals with disposable income.

From a public relations perspective; this will certainly draw much hype, buzz and excitement to Scottsdale and just further help with tourism making Scottsdale not only a place to live, work and play but also a top travel destination.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Alesha Nicole Corey
34375 N. 99th Way
Scottsdale, AZ 85262

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I would like to voice my strong support for case #7-ZN-2016#2 and the emerging Ritz-Carlton plus associated Palmeraie projects to include the Fendi Residences.

I have had the privilege of calling Scottsdale home. This city is not only home to many like myself, it is home to many thriving businesses. Thriving businesses bring economic growth, jobs, excitement, tourism, and income to the city.

This addition of Ritz-Carlton and the Fendi Private Residences will bring not only, over 60 prestigious brands and specialty retail boutiques to the Scottsdale market, it would bring jobs and income to the city. Although, there is conflict in the Fendi residential addition, it is only a matter of 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. It should be noted that this modest change will only add to the economic growth and stability of the city of Scottsdale. Everyone stands to benefit from the prestige of the first Ritz-Carlton built in North America in over a decade as well as the first ground-up residential project by Fendi in North America.

It is my hope that our City Council will work diligently with the development team to support the creation of this notable project including the Fendi residences.

Sincerely,
Renée E. Karmi
7734 E Minnezona Ave.
Scottsdale, AZ 85215

CC: Planner Brad Carr Planning
Director Randy Grant City Manager
Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

My name is Cari Kussy, and I am a Scottsdale resident. I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects, which includes bringing the first Fendi Residences in the United States to Scottsdale. Our local and state economy thrives on luxury real estate and this will bring yet another level of sophistication to our town. The brand in itself has long held a luxury status, classic design elements, and forward thinking. What town can't benefit further from that?

Please accept this letter as support of this development.

Sincerely,
Cari Kussy
4833 E. Marilyn Road
Scottsdale, AZ 85254

Angie Bolognese
TopComp
7160 E Kierland Blvd, Apt 816
Scottsdale, AZ 85254

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I'm the co-founder TopComp, a unique real estate and interior design firm that primarily caters to luxury clients. Having many out of state buyers from California and Illinois, I can't stress how often I hear clients say "as long as there's a Hermes, I can live here" or "please tell me you have a Dior!" These luxury brands that will be included in this development are essential to our growing economy and emerging job market.

As a resident of the Kierland Optima building, I am privileged in having access to some of the best amenities, and of course the shops and restaurants within walking distance. Having moved here from Manhattan most recently, the ability to move into a luxury building and to have shops right downstairs made the transition much easier.

This project will not only appeal to those that are transitioning to life in Scottsdale, but also those that currently live in Paradise Valley. To have luxury amenities just down the block can only help increase the value of the homes in the area.

Scottsdale has long been a vacation destination, but as many are now moving here, we must keep up with the demands and offer our residents much more in luxury residences and retail. To simply turn down such a unique project that was approved just 3 years ago, would be a huge mistake. The fact that Fendi has never built residences like this in North America is a great way to make Scottsdale stand out.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an

aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Angie Bolognese
7160 E Kierland Blvd, Apt 816
Scottsdale, AZ 85254

CC: Planner Brad Carr
Planning Director Randy Grant

City Manager Jim Thompson
George Pasquel

Carr, Brad

From: McKenna Wesley <mckennawesley@gmail.com>
Sent: Tuesday, October 13, 2020 11:36 AM
To: City Council; Thompson, Jim; Carr, Brad; Grant, Randy; george@withey.com; Mary Turner
Subject: Case #7-ZN-2016#2 - Palmeraie

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 regarding the emerging Ritz-Carlton and associated Palmeraie projects which will include bringing the first Fendi Residences in the United States to Scottsdale.

A short back story on myself. I'm a third generation Phoenician who has watched Scottsdale grow not only in population, but true lifestyle sophistication. Scottsdale is no longer deemed a small Western town of dude ranches! It's thrilling to see Scottsdale take its rightful place in world class shopping, as well as offering an incredible luxury lifestyle for homeowners. I'm also The Bubbly Blonde, a social influencer (founder and owner) who concentrates on social media platforms showcasing luxury lifestyle, fashion, travel and beauty. My audience combined reaches over 1 million faithful followers from all over the United States. Knowing my clients interests regarding lifestyle, fashion and retail, this project will place Scottsdale on the same destination shopping level as Worth Avenue and Rodeo Drive. I also believe it will boost tax revenues greatly, which is a win/win for the Scottsdale and its residents.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

McKenna Wesley

15620 N. 51st Street

Scottsdale, AZ 85254

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

McKenna Wesley
The Bubbly Blonde
www.TheBubblyBlonde.life

Instagram | TikTok | Facebook

Mayor Lane and Scottsdale City Council

Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case **#7-ZN-2016#2** for the emerging **Ritz-Carlton and associated Palmeraie** projects which includes bringing one of the most luxurious brands to the city and the first Designed **Fendi Residences** in the United States to Scottsdale.

Since my arrival to the valley 22 years ago, I saw the incredible potential of this wonderful place, and decided to stay and contribute to shape a world class city. I recognized that Scottsdale and its setting in the Sonoran Desert is the perfect place to work and help elevating its experience to international levels. This decision had allowed me to contribute with my work as an architect with, and I was proudly part of the design of [Gebert Contemporary](#) in **Old Town Scottsdale**, with the firm of **Architectural Alliance, Inc.** This project introduced me to the late interior designer **Janis Leonard**, and she brought me in on multiple occasions for the art installations displayed at [AZ/88](#). **A community gem**, AZ/88 has become the place where I am exclusively allowed to celebrate my birthday with a large annual celebration focused on the world of design for my community.

At a personal level, I have worked with [SMoCA \(Scottsdale Museum of Contemporary Art\)](#) as part of the Advisory Board, continuously for more than 12 years. During my tenure, I have been part of multiple committees and gala events, where I am able to put all my talents to work.

Under the direction of then **Museum Director** and **Scottsdale Arts Vice-President Dr. Tim Rodgers, Ph.D.**, I created the well-known annual fundraiser event **SMoCA M!X. We transported Scottsdale to a wonderful evening** of design exuberance, in which design and experiences took over the museum space, welcoming arts supporters, as well as new audiences to the arts in Scottsdale. In 2014, the day after the [SMoCA M!X, AURA](#) gala and second day event saw more than 2,000 people and children lined up during the morning of Mother's Day to see the otherworldly art installations inside the museum **for free!**

It was at the 2016 [SMoCA M!X, Fashionably-AvantGarde](#) in which we imagined a world-class fashion and art event, showcasing top fashion designers from all over the world. It was noted for the longest catwalk gala inside a museum ever at the time, with international coverage that went all the way to the Philippines and Spain.

Last past December, the Mayor may recall that I chaired the annual **Scottsdale Arts** gala, **"Starry Night"** to celebrate the **20th anniversary of the SMoCA**. This was one of the first black-tie arts galas in the nation to have a **LIVE BROADCAST Red Carpet arrival** (before it was a COVID necessity) which was hosted by newscaster **Carey Peña** for hundreds of guests, that raised **\$300,000 dollars (+)** for **Scottsdale Arts**.

My goal has been always to create momentum around the world of design (including the intersection of Architecture and Fashion) resulting in promoting style in the community. This has been something that I am able to put in practice in my life, and is fueled by the combination of the international flavor with which I was raised, my European education, my personal travels, as well as my international luxury brand experiences which my family offered me growing up. I have had the opportunity to work with luxury brands in the past (including LVMH) as a fashion model, and as a set designer while in Europe and **before moving to Arizona**, so, I truly believe that **Scottsdale can play on that international luxury level** and be competitive with many other destinations around the planet.

My continuous goal is to help cultivate that top-tier of style here in Scottsdale, while putting our own unique stamp on that style. My objective is to help to elevate the Scottsdale experiences to be included as one of the best luxury tourist places around the world. We are making this town a destination, while making significant economic contributions to the valley.

As a community member, I also believe it is my duty to promote our culture whenever possible, to help engage more people in our economy, and to encourage appreciation for what Scottsdale has to offer.

Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination anchored with an iconic global fashion brand.

Designed by the same architect that designed the **Fendi headquarters in Rome**, the **Fendi Private Residences** are **80 feet tall** with a small portion of mechanical screening reaching a total height of **90 feet**, set back far off Scottsdale Road.

This is **only 10 feet** more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the **first Ritz-Carlton built in North America in over a decade**. Notably, many other height allowances in the 2017 approval are not being pursued.

As a citizen of this wonderful place, I am devoted on brining beauty and high style to this place in all forms. I believe that a 10 feet request to ensure proportion and balance to a luxury project should be a simple ask, so thank you to you and the **Scottdale City Council**, and yourself, in advance for working diligently with the development team and safeguarding the world of design for generations to come and this notable project that includes the impressive **Fendi residences**.

Sincerely,

Oscar De las salas (*Electronic Signature*)

SMoCA (Scottsdale Museum of Contemporary Art) Board Member.

727 West Maryland Avenue, Unit 5

Phoenix, Arizona 85013

oscar@oscardelassalas.com

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Ana Lewis

7575 E. Indian Bend Rd. #1130
Scottsdale, AZ 85250

October 8, 2020

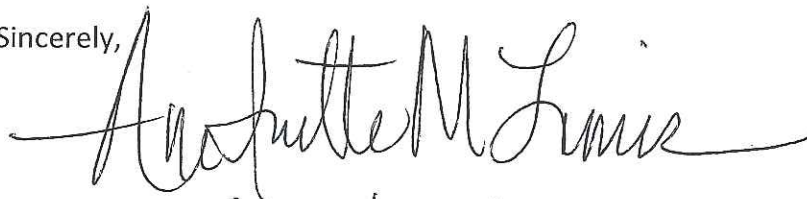
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,



Ana Lewis

Tina Thomas
7575 E. Indian Bend Rd. #1036
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script, reading "Tina Thomas". The signature is written in dark ink and is positioned below the word "Sincerely,".

Gerald Dietrich
7575 E. Indian Bend Rd. #2037
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink that reads "Gerald Dietrich". The signature is written in a cursive, flowing style.

Thomas R. Bogart
7575 E. Indian Bend Road #1123
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Bogart', written in a cursive style.

Matthew Chanuncey
7575 E. Indian Bend Road #1123
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink that reads "Matthew Chanuncey". The signature is written in a cursive, flowing style. The first name "Matthew" is written with a large, prominent 'M' and a trailing flourish. The last name "Chanuncey" is written with a large 'C' and a trailing flourish that extends to the right.

Donubia Estella Glennon
7575 E. Indian Bend road #1020
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script, appearing to read "Donubia Estella Glennon".

Donubia Estella Glennon.

Renee Pomisel
7575 E. Indian Bend Rd. #2004
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Renee Pomisel', followed by a long horizontal line extending to the right.

Alice Hendrick

7575 E. Indian Bend Rd. #1037
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script that reads "Alice Hendrick". The signature is written in dark ink and is positioned below the word "Sincerely,".

Phyllis MacFarland
7575 E. Indian Bend Rd. #1033
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script that reads "Phyllis MacFarland". The signature is written in dark ink and is positioned below the "Sincerely," text.

Rebecca Fechik
7575 E. Indian Bend Road #1049
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in cursive script, reading "Rebecca Fechik". The signature is written in dark ink and is positioned below the word "Sincerely,".

Sandra Paquet
7575 E. Indian Bend Road #1073
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script that reads "Sandra Paquet". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Katie Cross

7575 E. Indian Bend rd. #2142
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Katie Cross', with a stylized, flowing script.

Christie Schade
7575 E. Indian Bend rd. #2140
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christie Schade', with a long horizontal line extending to the right.

Thomas Schade
7575 E. Indian Bend rd. #2140
Scottsdale, AZ 85250

October 6, 2020


Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

Thomas Schade


Jaime Bitten
7575 E. Indian Bend rd. #2139
Scottsdale, AZ 85250

October 6, 2020

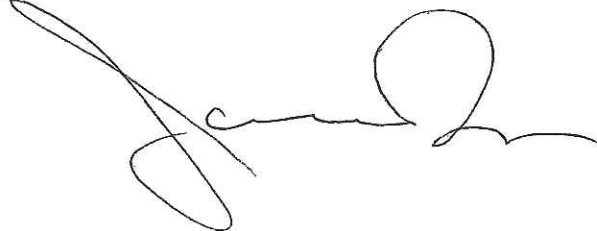
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jaime Bitten', with a large loop at the end.

Frank Garcia
7575 E. Indian Bend rd. #2020
Scottsdale, AZ 85250

October 6, 2020

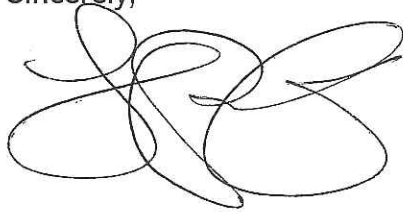
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to be 'FG' or similar initials, written in a cursive, stylized manner.

Sharon Benites
7575 E. Indian Bend Rd. #2028
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Sharon Benites". The signature is fluid and cursive, with the first name "Sharon" and last name "Benites" clearly distinguishable.

Rachel Harp
7575 E. Indian Bend Road #1052
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

The image shows a handwritten signature in black ink. The signature is written in a cursive style. The first line of the signature reads "Rachel Harp" and the second line, which is shorter and positioned below the first, reads "Siemke". A long horizontal line extends from the end of the "Rachel Harp" portion of the signature across the right side of the page.

October 6, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

As a long-time resident of Scottsdale and an active member of my community, I could not be more excited to witness new development burgeoning near Lincoln and Scottsdale roads.

I often hear from friends and family across the globe about their desire to visit often/reside in Scottsdale due to the weather, Valley offerings and luxury touches. The Fendi Residences would be a fitting evolution of Scottsdale's brand—offering an upscale yet approachable experience that my city is known for. The addition of the Fendi Residences and its international flair will only help Scottsdale and in turn, our state, benefit from tourism and local consumer interest for yet another first-class attraction.

I am excited to welcome Fendi to Scottsdale and looking forward to the excitement that will accompany the brand's presence in my city.

Best Regards,
Zenobia Mertel
Inspired Media 360
Scottsdale Resident

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Thursday, October 1, 2020 12:49 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #120)

Development Review Board Public Comment (response #120)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	10/1/2020 12:49:04 PM

Survey Response

COMMENT	
Comment:	<p>my name is Doug Cole, 6701 N Scottsdale rd. #36. Cuernavaca Homes. we are across from the traffic turn in to the new entry point for the offices/restaurants.retail and residences I am not aware of any traffic impact studies on Scottsdale road that will address how we will be able to egress and ingress into our community when traffic is backed up between Lincoln and Indian Bend. traffic at rush hour is already exceeding the ability to allow us safe and timely egress and ingress, which requires our crossing oncoming traffic. it's dangerous and accidents waiting to happen. As importantly, adding even more infrastructure to Palmarie will exacerbate the problem as well. that said, the development has been given its own Planned Unit Development so that it basically legally ignores and existing Building Height/Density stipulations that have existed between Camelback and Kierland wherein buildings do not exceed 3-4 stories. This development breaks all of those standards and creates a massive development across from our homes, the quiet of the Train Park and the Scottsdale Plaza Resort. I understand that this is done and will be built. However, our neighbors, especially Sands North and us, are gravely concerned that even more density (more condos, 30 feet more in height are simply uncalled for from an esthetics, traffic and density issues. it's bad enough having a 150-foot tall "art" spire lurking over our heads, now a 90-foot building that does not exist except here between</p>

	<p>Camelback and Kierland. We are further concerned that this PUD will be approved for future development on both corners of Indian Bend and Scottsdale Road. This will potentially erode our property values, increase crime and make traffic management absolutely impossible. The City had a chance to address traffic issues 8 years ago and I don't believe it has done so. I wish we could meet the committee and the developer in person. The developer sent emissaries over a year ago and met with neighbors. These concerns were brought up at that time. This should be no surprise to anyone. now they want 10 more units, which by the way are supposedly needed because they lost 10 units in the resort due to an architectural oversight by the developer. So why not just make a bad situation worse and add height to the Scottsdale portion. Scottsdale was generous enough in the granting of a PUD for this development. Please don't make it worse by allowing this. Thank you.</p>
--	---

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:

Douglas Cole

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:

DOUGLASACOLE1@GMAIL.COM

Phone:

(858) 248-2423

Address:

6701 N SCOTTSDALE RD #36

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Thursday, October 1, 2020 12:18 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #119)

Development Review Board Public Comment (response #119)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	10/1/2020 12:17:29 PM

Survey Response

COMMENT	
Comment:	<p>I understand the DRB will be considering a proposal this evening for a developer to build a 90 foot tall structure on the southwest side of the intersection of Scottsdale Road and Indian Bend. I live in the Sands North HOA subdivision directly opposite that tract of land, and from the rear of our home, we can presently see both Mummy Mountain and Camelback Mountain. Accordingly, I am vehemently opposed to a 90 foot structure or any structure that obstructs in any manner our view of G-d's magnificent creations. If I wanted to be near tall structures, I would have chosen to live in downtown Phoenix or midtown (Central Avenue) Phoenix, or in one of Scottsdale's hi-rise apartment buildings or hi-rise condos near Camelback -- or further north, across from and near the District. I urge the DRB to reject a tall structure that is inconsistent with single family homes and with our present ability to view natural beauty. Respectfully, Ken Mann</p>
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Ken Mann
AND ONE OR MORE OF THE FOLLOWING ITEMS:	

Email:	ken@reasonablemann.com
Phone:	(480) 789-1025
Address:	6822 N. 72nd Place Scottsdale 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Carr, Brad

From: Berry, Melissa
Sent: Thursday, October 1, 2020 7:43 AM
To: Carr, Brad
Subject: FW: 5Star /Palmeraie meeting today

From: Don Nielson <donlnielson@gmail.com>
Sent: Thursday, October 1, 2020 7:42 AM
To: Development Review Board <DevelopmentReviewBoard@Scottsdaleaz.gov>
Subject: 5Star /Palmeraie meeting today

 **External Email: Please use caution if opening links or attachments!**

As a 20+ year resident of Sands North Townhomes my wife and I are in complete agreement with Sandra Price , our homeowner president. It would be a shame to lose any view we have of the surrounding landscape to have to look at another highrise tower please do not let this happen. The original 60 ft was agreed to and that should stand.
Thank you,
Don Nielson

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 10:13 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #118)

Development Review Board Public Comment (response #118)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:12:31 PM

Survey Response

COMMENT	
Comment:	As a resident of Sands North for over 40 years, I strongly object to the proposed 90 foot height of the building west of Indian Bend and Scottsdale Road for the reasons ably enumerated by Sandra Price. Please consider her objections. Thank you. Richard Vernon
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Richard Vernon
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	genova58@cox.net
Phone:	
Address:	6821 N 72 Place Scottsdale 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 10:08 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #117)

Development Review Board Public Comment (response #117)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:07:06 PM

Survey Response

COMMENT	
Comment:	<p>Dear Honorable Board Members, My wife and I have been residents at Sands North for more than a decade. We have always loved the small neighborhood feel and energy, made even more joyous by the adjacent Train Park, a great place to spend the day with grandkids or just us for a walk or workout. The shadow of a 90 foot high monolith will forever change that marvelous, peaceful feel. No longer will it be a small cozy neighborhood, now it will be urban living. That's not what we wanted when we moved there; if we had wanted that we would have moved to Oldtown or to PHX. Increased traffic, increased noise, increased air pollution ... all will come along for the ride. So in the end what does the council want? Do you want to support developers who care not for any of the nearby residents? Who care not for the local environment? Let's be honest, who only care about making a buck. And residents be damned. Nothing less than the complete deconstruction of a historic community, if that's what happens they don't care. What do you value? Residents who live in Scottsdale for decades, or developers who come and go with the wind? Please do the right thing, say NO to tall buildings in this part of your city, of our city. They do not belong here. Respectfully submitted, Greg Raupp & Jude Smith 7251 E CACTUS WREN RD Sands North Scottsdale AZ</p>

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:

Gregory Raupp & Jude Smith

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:

raupp@asu.edu

Phone:

(480) 882-8559

Address:

7251 E. Cactus Wren Rd, Scottsdale AZ, 85250

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 7:58 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #116)

Development Review Board Public Comment (response #116)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 7:57:44 PM

Survey Response

COMMENT	
Comment:	As a Sands North resident of Scottsdale since 1974, I strongly urge you NOT to approve the request for a 30' building height variation for the Palmerarie project. Some see a 90' tower as progress. I see it as the continued degradation of Scottsdale's once charming image. It will create an urban, high rise "big city" look and feel which will set a future precedent for more density, increased traffic, greater noise and air pollution and blocked mountain vistas. The surrounding area is predominantly residential and a 90' tower will diminish our quality of life and enjoyment of the lovely mountains.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Caroline V. Bissell
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	battybissie@gmail.com
Phone:	(480) 948-9098
Address:	7231 E Cactus Wren Rd Scottsdale, AZ 85250

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 3:49 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #115)

Development Review Board Public Comment (response #115)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 3:48:03 PM

Survey Response

COMMENT	
Comment:	<p>Please do not approve the 90 foot tower at the 5 Star/Ritz Carlton development. This tower is out of proportion to the neighborhoods adjacent to it. If it is approved, more are sure to come along Scottsdale Rd. The residential neighborhoods in this area are unique and represent the best of Scottsdale as a place to live and have families. When high rise towers and more urban development arrive, the special nature of this area are lost. I live in Sands North, a special community now recognized as a historic community meant to be preserved for an example of the lifestyle of this area. High rise towers destroy views, and the look and feel of this unique place . More traffic, congestion, noise and air pollution. This expansion of the approved plan will lead to more urbanization . Our special community and homes , as well as similar examples will be threatened. I urge you not to approve this additional 30 feet of elevation and begin the loss of these special neighborhoods.</p>
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Richard Beamer
AND ONE OR MORE OF THE FOLLOWING ITEMS:	

Email:	rbeamer@comcast.net
Phone:	(206) 660-7424
Address:	7301 E Cactus Wren Rd, Scottsdale, AZ 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

From: DevelopmentReviewBoard@scottsdaleaz.gov
To: [Development Review Board](#)
Subject: Development Review Board Public Comment (response #113)
Date: Wednesday, September 30, 2020 10:28:40 AM

Development Review Board Public Comment (response #113)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:27:50 AM

Survey Response

COMMENT	
Comment:	<p>I live in Sands North community, directly across from the proposed tower. Please do not approve the 90 foot tower proposed at the 5 Star/Ritz Carlton development. This 90 foot tower is in the immediate vicinity of private homes, not businesses. The proposed tower will be among the suburbs where families live and will bring an urban/business feel to a residential community. This is not what Scottsdale residents want for their community. This will take away the unique charm of the City.</p>
<p>Comments are limited to 8,000 characters and may be cut and pasted from another source.</p>	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Leila Tehrani
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	leila.tehrani@gmail.com
Phone:	(480) 277-6915
Address:	6816 N 73rd Street
<p>Example: 3939 N. Drinkwater Blvd, Scottsdale 85251</p>	

From: DevelopmentReviewBoard@scottsdaleaz.gov
To: [Development Review Board](#)
Subject: Development Review Board Public Comment (response #112)
Date: Wednesday, September 30, 2020 10:17:31 AM

Development Review Board Public Comment (response #112)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:16:03 AM

Survey Response

COMMENT	
Comment:	<p>Please do not approve the 90 foot tower proposed at the 5 Star/Ritz Carlton development. If approved, this giant tower will lead to many other towers along Scottsdale Road. Living and driving among towers is quintessential urban/city living, the opposite of what makes Scottsdale a wonderful place to live and raise a family. I grew up here. I'm a 4 generation native of Arizona, with almost all my years spent in Scottsdale. I do not want to see our charming and unique Scottsdale go the way of downtown Phoenix. Phoenix once had charm and beauty. My grandparents owned a home in Palmcroft which is now surrounded by towers and urban traffic. This is how urbanization starts—with high rise towers. This 90 foot tower is a threshold and needs careful, open-eyed consideration. How do you want our city to look and feel for the residents who live here; for visitors who come for the unique charm of Scottsdale? The high rise towers are the beginning of the urbanization of Scottsdale, and this 90 foot tower is in the immediate vicinity of private homes, not businesses. The proposed tower will be among the suburbs where families live. This has a direct impact on the our quality</p>

	<p>of life. Increased height of a tower beyond the 60 feet blocks views and creates an urban corridor look and feel. It also means there will be more people, more traffic congestion, more air pollution, and more noise. If you allow this 90 foot tower, others will surely follow and you will be ushering in the urbanization and a “big city feel” to Scottsdale. These are particularly relevant considerations since my home and 50 others are at Sands North, directly across from the development. I am opposed to the increased height and urge the commissioners to not allow the additional 30 feet. All you need to do is go to downtown Phoenix and ask yourself if this is how you want Scottsdale to look. If you allow this tower, others are sure to follow. “</p>
<p>Comments are limited to 8,000 characters and may be cut and pasted from another source.</p>	
<p>PLEASE PROVIDE YOUR NAME:</p>	
<p>First & Last Name:</p>	<p>Diana Nashif</p>
<p>AND ONE OR MORE OF THE FOLLOWING ITEMS:</p>	
<p>Email:</p>	<p>donzidoug@gmail.com</p>
<p>Phone:</p>	<p>(480) 274-7677</p>
<p>Address:</p>	<p>6825 N 72nd Place</p>
<p>Example: 3939 N. Drinkwater Blvd, Scottsdale 85251</p>	

From: DevelopmentReviewBoard@scottsdaleaz.gov
To: [Development Review Board](#)
Subject: Development Review Board Public Comment (response #111)
Date: Wednesday, September 30, 2020 10:14:31 AM

Development Review Board Public Comment (response #111)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:13:36 AM

Survey Response

COMMENT	
Comment:	I am opposed to the increased height and urge the commissioners to not allow the additional 30 feet. All you need to do is go to downtown Phoenix and ask yourself if this is how you want Scottsdale to look. If you allow this tower, others are sure to follow.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Douglas Nashif
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	donzidoug@gmail.com
Phone:	(480) 274-7677
Address:	6825 N 72nd Pl.
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 9:00 AM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #110)

Development Review Board Public Comment (response #110)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 8:58:50 AM

Survey Response

COMMENT	
Comment:	The Sands North community was assured the building heights of the Palmeraie project would not exceed 60 feet. We trusted Scottsdale and the builder to keep their word. Please do so at the 1pm meeting on Thursday. Vini Nielson Sands North owner for over 20 years.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Vini Nielson
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	Vinin1@live.com
Phone:	(480) 495-9210
Address:	7235 E Cactus Wren Rd, Scottsdale 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Carr, Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Monday, October 21, 2019 8:59 AM
To: Carr, Brad
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you soooooo much for your clarification! I got it! Just didn't want to steer any one wrong by misinformation. Again, thanks for your help. 👍

On Oct 21, 2019, at 8:32 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

The request for the 90-foot building has not been heard or approved by City Council at this point. We are still awaiting the applicant's second submittal of the project. After we receive that, the next step would be a hearing with the Planning Commission, followed by the City Council.

Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Friday, October 18, 2019 3:54 PM
To: Carr, Brad <bcarr@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

Thank you for your call and email. I was driving at that moment and negotiating one of many Scottsdale road repairs and threading traffic cones for a safe drive through the morning maze.

My question is clarification of 90ft building. I see on plat map that building P is designated for 90 ft. The prior allowance was 60 ft. Has the 90ft request been approved already by city council, or is that why there is some future pending vote by council.

That is what I am confused. It 90ft a "done deal."

Thanks for your clarification.

Sandy Olsson

<image001.jpg>

On Oct 18, 2019, at 10:14 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

I attempted to reach you by phone as well, but rather than leave a voicemail I thought I might just reach out to you by email.

This project is not scheduled for a hearing as of yet. The applicant has not resubmitted there application and staff has not seen any new material regarding this proposal since late April. When (and if) this project is scheduled for a hearing, surrounding property owners within 750 feet of the site will be notified by mail of that hearing date. In addition, the site will be posted with a hearing notice.

Let me know if you have any additional questions I can assist with.

Regards,

Brad Carr, AICP LEED-AP

Principal Planner

City of Scottsdale | Current Planning Services
7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251
480.312.7713 phone | 480.312.7088 fax

From: Sandy Olsson <sandy7338@msn.com>

Sent: Thursday, October 17, 2019 2:10 PM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

So sad ☹ I have not heard back from three phone messages I left last week. Just want to know if there is an upcoming vote on that property or is the 90ft building already in place :-)

On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542

7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>
Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

I spoke to Caroline Bissell , former HOA president of Sands North, who had submitted a petition against the 90 ft building. i got her name from seeing the petition in the file.

I was confused after talking to her because she said the 90 ft building had been approved. She said they wanted a taller building and I did not read anything in file on that.

The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex
<AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

I have added you to our *Interested Parties* mailing list for all public hearing postcards related to 7-ZN-2016#2 (Palmeraie Phase II) as it moves forward in review.

I have also included the link to the Case Info fact sheet that will include some additional information about the case:

<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Friday, October 18, 2019 3:54 PM
To: Carr, Brad
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

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My question is clarification of 90ft building. I see on plat map that building P is designated for 90 ft. The prior allowance was 60 ft. Has the 90ft request been approved already by city council, or is that why there is some future pending vote by council.

That is what I am confused. It 90ft a “done deal.”

Thanks for your clarification.

Sandy Olsson

Let me know if you have any additional questions I can assist with.

Regards,

Brad Carr, AICP LEED-AP

Principal Planner

City of Scottsdale | Current Planning Services

7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251

480.312.7713 phone | 480.312.7088 fax

From: Sandy Olsson <sandy7338@msn.com>

Sent: Thursday, October 17, 2019 2:10 PM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

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On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist

City of Scottsdale

Planning & Development Services

Phone: 480-312-2542

7447 E Indian School Rd. #105

Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>

Sent: Wednesday, October 16, 2019 11:40 AM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

 **External Email: Please use caution if opening links or attachments!**

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

I spoke to Caroline Bissell , former HOA president of Sands North, who had submitted a petition against the 90 ft building. i got her name from seeing the petition in the file.

I was confused after talking to her because she said the 90 ft building had been approved. She said they wanted a taller building and I did not read anything in file on that.

The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

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I have also included the link to the Case Info fact sheet that will include some additional information about the case:

<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Acevedo, Alex
Sent: Thursday, October 17, 2019 4:03 PM
To: Carr, Brad
Subject: FW: 7-ZN-2016#2 (Palmeraie Phase II)

FYI

From: Sandy Olsson <sandy7338@msn.com>
Sent: Thursday, October 17, 2019 2:10 PM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

So sad ☹ I have not heard back from three phone messages I left last week. Just want to know if there is an upcoming vote on that property or is the 90ft building already in place :-)

On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>
Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

I spoke to Caroline Bissell , former HOA president of Sands North, who had submitted a petition against the 90 ft building. i got her name from seeing the petition in the file.

I was confused after talking to her because she said the 90 ft building had been approved. She said they wanted a taller building and I did not read anything in file on that.

The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

I have added you to our *Interested Parties* mailing list for all public hearing postcards related to 7-ZN-2016#2 (Palmeraie Phase II) as it moves forward in review.

I have also included the link to the Case Info fact sheet that will include some additional information about the case:

<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Acevedo, Alex
Sent: Wednesday, October 16, 2019 11:46 AM
To: sandy7338@msn.com
Cc: Berry, Melissa; Ruenger, Jeffrey; Carr, Brad
Subject: FW: 7-ZN-2016#2 (Palmeraie Phase II)

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

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Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

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Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Kuester, Kelli
Sent: Tuesday, August 27, 2019 8:13 AM
To: Sandy Olsson
Cc: Whitehead, Solange; Carr, Brad
Subject: RE: RE:Ritz Carlton commercial corner at Indian Bend and Scottsdale Rds

Hello Ms. Olsson,

Thank you for your email. Principal Planner Brad Carr, who is copied on this email, can send you web links that has case information regarding this project.

I hope this information is helpful, please let me know if you have any questions.

Kelli Kuester
Management Assistant to the Mayor
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251 kkuester@scottsdaleaz.gov
(480) 312-7977

-----Original Message-----

From: Sandy Olsson <sandy7338@msn.com>
Sent: Monday, August 26, 2019 2:23 PM
To: Kuester, Kelli <KKuester@Scottsdaleaz.gov>
Cc: Whitehead, Solange <SWhitehead@Scottsdaleaz.gov>
Subject: RE:Ritz Carlton commercial corner at Indian Bend and Scottsdale Rds

 External Email: Please use caution if opening links or attachments!

As a nearby neighbor, I am interested in following the Ritz Carlton commercial corner on the south west corner of Indian Bend and Scottsdale Rd.

In all the years of negotiation with the Town of Paradise Valley over the sprawling Ritz Carlton mid century modern project, the town hoped the developer would not go across the town boundary to Scottsdale and ask for a zoning adjustment that might impact their project. That was exactly what the developer did and asked Scottsdale to increase the height of one of the proposed buildings from 60 ft to 90ft with some discussion about a spiral that would reach 150 ft in the air.

This would be the first departure of height allowance in this area. And the possible continuance of these stark urban corridors that are being built up to the sidewalks in Scottsdale with no set backs.

Just north of Indian Bend on the Scottsdale east side are taller buildings set far off the street scape. They do not hem in the streets and line up one after another. I am not against height in the right areas with enough set backs and space around the buildings with adequate parking.

The Marquee might have been a better addition in Papago Plaza with large set backs from the McDowell and Scottsdale Rd intersection. But no, these mammoth projects are jammed in on tight parcels in the center of Old Scottsdale. It is a sad hodge podge of architecture, density and no set backs. It might have been a real stunner some place else.

If possible, I would like to know where i can find the case number of this Ritz Carlton corner and follow the process before the city council.

i am more than an interested citizen of 51 years, but a former member of the Planning Commission. There had been no coverage for years by the Az Republic of zoning cases until the rebirth of The Scottsdale Progress last year. It's a little late to undo some clear missteps in the vision for Scottsdale, but time enough to reverse a poor trend of these urban corridors.

Thank you for any help you can provide to identify this case and follow its progress.

Sincerely,
Sandy Olsson

From: [Patti McCaleb](#)
To: [Development Review Board](#)
Subject: RE: Five Star
Date: Thursday, July 4, 2019 2:26:29 PM

EXTERNAL Email with links or attachments. Please use caution!

Dear Sirs:

We wish to reach out to you as a resident of Paradise Valley and property owner in both PV and Scottsdale, regarding the Five Star/Ritz Carlton proposals of a 150 foot architectural spire and to increase the height on one or more buildings from 60 feet to 90 feet.

We are vehemently opposed to both of these proposals. For over 23 years we have enjoyed our open spaces and view vistas of the McDowell Mountains. With the Ritz Carlton coming on board after all these years, we are going to miss our views from Lincoln Road. Kindly do not let Five Star make the situation worse by putting up buildings that are entirely too tall for the area or by installation of a 150 foot spire. Neither of these proposals were in the initial zoning and building designs given to the TPV and were not brought out during the many meetings between Five Star and the town. To circumvent this by approaching the city of Scottsdale seems to be a rather underhanded and suspect method of doing business with both the TPV and the City of Scottsdale.

Five Star Development has shown itself in the past to approach business dealings in a less than honest or ethical manner and we have unfortunately fallen victim to their approach in the past.

Once the views are eradicated, residents of both cities will never be able to recover them again. Please vote to preserve the very quality that encourage residents and snow birds to enjoy our Sonoran desert.

Thank you.
Patti & David McCaleb

Carr, Brad

From: Acevedo, Alex
Sent: Monday, July 1, 2019 9:39 AM
Cc: Carr, Brad
Subject: FW: Oppose Five Star Application for 90 foot Building(s) and 150 foot spire
Attachments: Pace What you need to know in Paradise Valley -- the good and the bad Paradise Valley Independent.pdf

FYI

From: Julie Pace <Julie@scottsdaledailyphoto.com>
Sent: Friday, June 28, 2019 5:14 AM
To: Development Review Board <DevelopmentReviewBoard@Scottsdaleaz.gov>
Cc: Mayor Jerry Bien-Willner <jbienwillner@paradisevalleyaz.gov>; Jill Keimach <jkeimach@paradisevalleyaz.gov>; Jeremy Knapp <jknapp@paradisevalleyaz.gov>
Subject: Oppose Five Star Application for 90 foot Building(s) and 150 foot spire

⚠ EXTERNAL Email with links or attachments. Please use caution!

Chair Milhaven, Vice-Chair Caputi and Members of the Board,

Thank you in advance for the time and attention you provide in serving as volunteers in Scottsdale. Attached is an article I wrote that was published in the Paradise Valley Independent Newspaper and contains my comments regarding the Five Star project. I submit this article to be part of the record and consideration by Scottsdale Development Review Board members regarding the proposal by Five Star to raise the height from 60 feet to 90 feet on any buildings on the project and proposing any tall architectural spire.

I and many others strongly oppose this request by the developer to increase height, density and intensity on this development site, which is located at Lincoln and Scottsdale road on shared ground including Scottsdale and Paradise Valley.

Paradise Valley residents have been shocked by this proposal by Five Star. I am looking forward to a quality development of the Ritz-Carlton and Palmeraie at this location, but a 90 foot building and 150 foot architectural spire goes way too far. There should be no increase in height allowed and no spire of any kind allowed. 60 feet is tall enough for that location. The developer would not be able to build that tall of a building on the Paradise Valley side.

Think about the potential of what could be at the top of the spire: shining lines, neon lights, "shop here" signs. Palmeraie and the Ritz will shine and be recognized with strategic marketing and elegance, not a flashing tall spire like a Park N Swap.

We appreciate the relationship that Scottsdale and Paradise Valley have enjoyed over the years in planning and joining together on projects that support the quality of life in our adjoining communities. We appreciate Scottsdale recognizing and supporting that Paradise Valley is a low density community with one house per acre, open space, iconic mountains, and strong commitment to quality of life. A 90 foot building and 150 foot architectural spire does not meet those goals in any way and is disruptive to sight lines and adversely impacts both Scottsdale and Paradise Valley residents.

I ask that you reject this application and support quality of life and lower density projects at this location as it is already very, very dense, and there will be traffic congestion issues as the traffic count is expected to go from 13,000 to 21,000 at this location within five years. And, there are concerns about safety and increased policing needs based on the currently proposed density at this site. There is no compelling reason to deviate from Scottsdale guidelines to allow a 90

foot building or 150 foot architectural spire. The Ritz and Palmeraie should be enough of a draw and they should stand alone on high quality and uniqueness at this location that the project does not need verticality to get the attention of consumers and residents of both of our communities.

Thank you for your consideration and understanding that our Paradise Valley residents feel against this proposal of a 90 ft building and 150 ft spire. Please reject it and lets work together in our respective roles to ensure quality of life and sustaining projects in our communities, especially along the PV border where we have worked so hard to ensure open space, mountain views, low density, quality environment for residents and guests of resorts, and maintain a unique community that benefits Scottsdale and helps Scottsdale with sales tax revenue and shoppers since Paradise Valley does not have any commercial businesses and no property tax so residents and visitors shop in Scottsdale. Help us preserve the Paradise in Paradise Valley!

Julie Pace
Paradise Valley Town Council Member
602.322.4046

Carr, Brad

From: Kuester, Kelli
Sent: Thursday, June 20, 2019 11:02 AM
To: Carr, Brad
Subject: FW: Scottsdale & Lincoln

Hi Brad-

Hope all is well!

Any info on this one? I can let him know it was received and will be added to the case file and copy you if you like?

Thanks!
Kelli

From: Paul Dembow <Paul.Dembow@brandesp.com>
Sent: Thursday, June 20, 2019 10:12 AM
To: Lane, Jim <JLane@ScottsdaleAZ.Gov>
Subject: Scottsdale & Lincoln

⚠ EXTERNAL Email with links or attachments. Please use caution!

Dear Jim,

I hope this email finds you well.

Our Council just passed a resolution to work with Scottsdale on the FAA Flight paths (we both have the same goal).

We passed a resolution on the height of the "Palmeraie" development. We are asking you to limit the height of the building to 60 feet. They are asking for 90 feet vs. the 60 feet that is normal. If the 90 feet is approved or the 150 foot tall spire, it will be devastating to our community.

I'm asking for your help on this matter. Please call me if you have any questions. My phone is 480-998-4990.

Regards,
Paul E. Dembow
President
Brand Enhancement, Strategy & Protection, LLC.



<http://www.brandesp.com>

8558 N. Canta Bello
Paradise Valley, AZ 85253-8112
Desk (480) 998-4990
iPhone (480) 650-9940
Paul.Dembow@BrandESP.com

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Merci. *****

Carr, Brad

From: Carr, Brad
Sent: Friday, June 5, 2020 1:57 PM
To: Caroline Bissell
Subject: RE: Update on the Palmeraie project

Hello Caroline,

The proposal has not changed drastically from the 1st submittal to this 2nd submittal. Staff still has several outstanding issues with the proposal, as outlined in the letter I sent you. The proposal has always included a driveway entrance on Scottsdale Road located in-between both traffic signals. That driveway entrance will only have right-turn-in and right-turn-out function, not full access. So, only vehicles travelling southbound on Scottsdale Road will be able to use that entrance.

Brad

From: Caroline Bissell <battybissie@gmail.com>
Sent: Wednesday, June 3, 2020 4:16 PM
To: Carr, Brad <bcarr@scottsdaleaz.gov>
Subject: Re: Update on the Palmeraie project

hi brad,
i am not versed in reading these. could you please list any changes that they have requested? also i was under the impression that there was not to be any entrance off scottsdale rd except into the road at the traffic light south of sands north. has that changed?
thank you
caroline bissell

On Wed, Jun 3, 2020 at 1:48 PM Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Good Morning Caroline,

City of Scottsdale staff has concluded their second review of the Palmeraie project. That review identified some outstanding issues that still need attention. So, I have sent the applicant team a 2nd Review Comment Letter (attached for your reference) with those items to address. Please feel free to contact me with any questions you may have.

Regards,

Brad Carr, AICP LEED-AP

Planning & Development Area Manager / DRB Liaison

City of Scottsdale | Current Planning Services

7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251

480.312.7713 phone | 480.312.7088 fax

Carr, Brad

From: Caroline Bissell <battybissie@gmail.com>
Sent: Friday, May 3, 2019 11:01 AM
To: Carr, Brad
Subject: petition

good morning brad,

on wed. i left you our sands north original petition against raising the palmerarie phase II building height from 60' to 90'. as you stated you would present it when appropriate. i am leaving for 5 months and unable to present it myself. should i have additional copies made for the rest of the planning committee members.? please advise.

i left a copy for solange whitehead who said she would deliver copies to the other city council members.

what else do i need to do to address this before leaving?.

sincerely,

caroline bissell

602-999-7718 text

sands north

scottsdale

Hi Brad,

5-1-19

Enclosed is the petition regarding prohibiting the building height to be increased from 40' to 90'.

Please present it whenever & wherever would be appropriate.











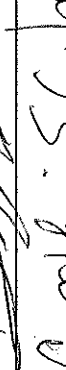


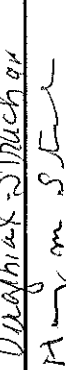

I am unable to present it in person but counting on you to share it.

Thank you for your help!

Caroline Bissell
7231 E. Cactus Wren Rd
Scottsdale, AZ 85250
602 999 7718








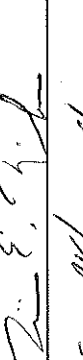
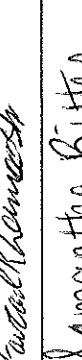


PETITION TO THE SCOTTSDALE PLANNING COMMISSION AND CITY COUNCIL
CASE NAME: PALMERARIE PHASE II CASE # 7-ZN-2016#2.

The undersigned residents of scottsdale call upon our elected representatives to deny the zoning amendment to raise the building height restriction to 90 feet on the 20 acre site located at 6990 n. scottsdale rd.

Printed Name	Signature	Address	Comment	Date
CAROLINE BISSELL		731 E. Cactus Wren Rd	excessive for area	4/28/19
JENNIFER WILLIAMS		6810 N. 72nd Pl.	Too high	4/28/19
GREGORY B. RAPP		7251 E Cactus Wren Rd	60 ft is plenty high already	4/28/19
Richard Beamer		7301 E Cactus Wren Rd	60 ft approved - no need to increase	4/28/19
Patricia Beamer		7301 E Cactus Wren Rd	Height too high	4/28/19
Margaret Wheeler		6811 N. 73rd St. Scottsdale		4/28/19
EFFIE GILMAN		6820 N. 73rd St Scottsdale	extremely high	4/28/19
SHIRLEY HILL		6827 N. 73rd St Scottsdale	too tall	4/28/19
NATALIE KATZ		6828 N. 73rd St	" " (too tall)	4/28/19
BRANDI BROWN		6835 N 73 ST	" "	"
Cynthia Gibson		6835 N 73rd St	" " " "	4/29/19
CHRISTINE SODERQUIST		7302 E Joshua Tree Scotts	too much height for area	4/29/19
NIGGINA C. STRANDBERG		7230 E. Joshua Tree Lane	Too tall	4/28/19
Harry in Strachan		7230 E Joshua tree lane	—	4/28/19
Beth Butler		6846 N. 72nd Pl	—	4/28/19

PETITION TO THE SCOTTSDALE PLANNING COMMISSION AND CITY COUNCIL
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Printed Name	Signature	Address	Comment	Date
Rae Butler		6846 N 72ND PL	---	4/28/19
Lucette Palmerarie		6829 72nd Place	---	4-28-19
Ken Mann		6821 N 72nd Place	---	4/28/19
De Glen		6823 N 72nd Pl	---	4/28/19
Richard Vernon		6821 N 72nd Place	---	4/28/19
Charon Scharf		6817 N 72nd Place	---	4/28/19
Doralee Wilson		7235 E Camelback Rd	---	4-28-19
Viní Nielson		7235 E Camelback Rd	---	4-28-19
Farzad Khamoshpour		6830 N 72ND Place	To Tall for The area	04-28-19
Samantha Ritter		6813 N 72nd Place	---	4-28-19
Leila Tehrani		6816 N 73rd St 85250	too tall for true Area	4-30-19

From: cogsaz@gmail.com
To: [Carr, Brad](#)
Subject: Palmeraie Phase II question
Date: Monday, April 15, 2019 4:04:55 PM

[City of Scottsdale](#)



7 ZN 2016 # 2 Question: The applicant's (1) introduction states "no amended development standards" for Phase II. (2) Page 18 states "includes PRC permitted height, density, open space, setbacks and stepbacks" (3) on the Project Date insertion on the site map is shows "90ft with amended development standards". QUESTION: With the PRC is the 90 feet standard without bonus(es) and without amended development standards for this project? QUESTION: Any dates for Planning Comm. and city council? Thxs -- sent by Sonnie Kirtley, COGS chair (case# 7-ZN-2016#2)

[City of Scottsdale](#)



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Richard Beamer

7301 E Cactus Wren Rd. • Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in cursive script that reads "Richard Beamer". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Catherine Dunik

6701 N Scottsdale Rd #30. • Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in cursive script that reads "Catherine Palmeraie". The signature is written in dark ink and is positioned below the word "Sincerely,".

Curtis Barker

6701 N Scottsdale Rd #16
Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

A handwritten signature in dark ink, appearing to read 'C. Barker', written in a cursive style.

Sincerely,

Virginia Keilty

6831 N 73rd St

Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

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Please vote to approve this request.

Sincerely,

A handwritten signature in cursive script, appearing to read "Virginia Keilty".

Diana Nashif

6825 N 72nd Place
Scottsdale, AZ 85250

January 10, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script that reads "Diana Nashif". The signature is written in dark ink and is positioned below the word "Sincerely,".

Don Nielson

7235 E Cactus Wren Road • Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to read "Don Nielson", with a long, sweeping horizontal stroke extending to the right.

Unikki McMillion
8602 N 72nd Place
Scottsdale, AZ 85250

January 9, 2019

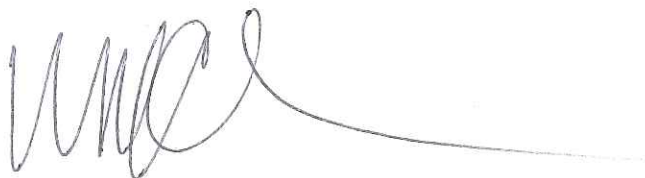
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

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Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to be 'Unikki McMillion', followed by a long horizontal line extending to the right.

Alan Mowry

6812 N 73rd St • Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in dark ink, appearing to read "Alan Mowry", with a long, sweeping horizontal line extending to the right.

January 9, 2019

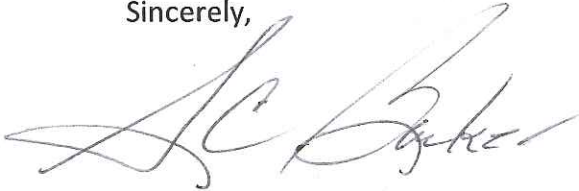
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Susan Barker', written in a cursive style.

Joanne Lewis

6701 N Scottsdale Rd # 21
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in dark ink, appearing to read 'Joanne Lewis', with a large, stylized initial 'J' and a long, sweeping horizontal stroke at the end.

Corynn Shotey

6701 N Scottsdale Rd #34
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

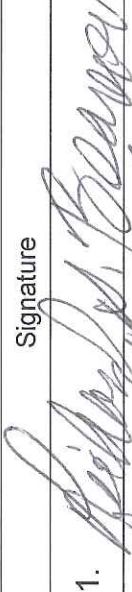









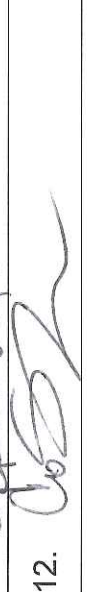
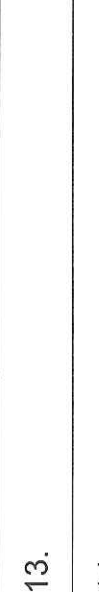
Sincerely,

A handwritten signature in dark ink, appearing to read 'Corynn Shotey', with a long, sweeping horizontal stroke extending to the right.

PETITION IN SUPPORT OF PALMERAIE- PHASE II

To the Mayor, City Council and City Clerk:

We, the undersigned, support the proposed Palmeraie- Phase II project located at Scottsdale Road and Indian Bend Road. This request would result in the final piece of the Palmeraie mixed-use development consisting of luxury residential units, retail space, office space, and restaurant uses. This proposed project is an excellent fit for this location and would be a welcomed addition to the community.

Signature	Printed Name	Address	Date
	Richard Beamer	7301 E Cactus Wren Rd Scottsdale, AZ	1/9/19
	DON NIELSON	7235 E Cactus Wren Rd Scottsdale AZ	8/9/19
	Wixki McMillian	1802 N 72nd PL Scottsdale AZ	1/9/19
	Diana Wachif	6825 N 72nd Pl Scottsdale AZ	8/25/19
	Vanessa Keilty	6831 N. 73rd St Scottsdale AZ	8/25/19
	Ann Moray	6812 N 73rd St Scottsdale AZ	8/25/19
	Coriss Barker	6701 N. Scottsdale Rd #16 Scottsdale, AZ	1/10/19
	Susan Barker	" "	1/10/19
	Jeanne Lewis	" " #24 Scottsdale	1/10/19
	Catherine Durnik	6701 N. Scottsdale Rd #30 Scottsdale	1/10/19
	Heather Hester	6701 N. Scottsdale Rd #32 Scottsdale	1/10/19
	Coryn Shoney	6701 N. Scottsdale Rd #34	1/10/19